PRINCE EDWARD ISLAND

1987 TOURIST EXIT SURVEY

(May 15 - October 31)

Department of Tourism and Parks
Department of Regional Industrial Expansion
March, 1988

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DEPARTMENT OF TOURISM AND PARKS

1987 TOURIST EXIT SURVEY

FOREWORD

This report presents findings obtained from a survey of tourists exiting Prince Edward Island by air and auto from May 15 to October 31, 1987. The information derived from the survey represents a continuation of the data collection process which was introduced in 1971 in the form of comprehensive, full season air and auto exit surveys. The 1987 survey explored a broad cross-section of topics such as the role advertising plays in attracting tourists to our province; the importance of festivals and events to trip decisions; and attitudes towards a fixed crossing from Prince Edward Island to the mainland. As well, basic tourist demographics and indicators were collected.

The 1987 data, while not restricted to specific users, will hopefully be used by individuals familiar with the limitations of applications. The data will be used within the department for specific tourism planning/marketing purposes in addition to ongoing economical sectoral analysis.

The department is indebted to Tourism Canada, C.N. Marine and Northumberland Ferries Ltd. for their co-operation.

For the purpose of the surveys, the following definitions apply:

1. **Tourist** - A non-resident person who visits the province for business, pleasure or personal reasons, not arriving to take up an occupation, to establish a residence or to attend a school.

2. **Party** - One or more persons travelling together as a unit. For auto and recreation vehicle travellers, a unit is considered to include all persons travelling in a single vehicle.

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1987 TOURIST EXIT SURVEY

AUTO/RECREATION VEHICLE ONLY

MAY 15 - OCTOBER 31, 1987

HIGHLIGHTS

I. GENERAL

In 1987, over 580,000 tourists visited Prince Edward Island by auto and air. On average, they stayed for 3.9 nights on the Island. Slightly over 560,000 visitors came by auto and recreation vehicle, while only about 20,500 visited by air. However, air visitors tend to stay for a longer period of time, averaging a 6.4 overnight stay in Prince Edward Island in comparison to auto visitors who stayed for an average of 3.7 nights.

Close to 83% of the tourists that visited Prince Edward Island during the tourist season (May 15 - October 31) did so in what we call the summer tourist period (June 12 - Sept. 12), while only a little over 6% and 11% visited in the spring (May 15 - June 11) and fall (Sept. 13 - Oct. 31) shoulder periods respectively. The average length of stay during the summer period was 4.1 nights, considerably longer than the spring and fall periods which averaged 2.4 nights and 3.4 nights respectively.

II. VISITOR PROFILES

Where do they come from?

The maritime provinces are our major and most stable market for tourism, with over 51% of visitors coming from Nova Scotia and New Brunswick. Ontario accounts for 17% of visitors to the Island; Quebec 10%; and the U.S. 19%. Other Canada and other foreign visitors represented about 4% and 1% respectively of the total visitation.

The length of stay of visitors from regions outside the maritimes is longer, averaging between 4 - 5 nights in comparison to the length of stay of maritime visitors to our province who stay for an average of 2 - 3.5 nights. There is a reasonable explanation for this difference in length of stay. It is because Prince Edward Island's tourism market is essentially comprised of two parts: The short-tripper market, which represents Nova Scotia and New Brunswick; and the long-haul vacation market, which represents the region outside the maritimes. On average, travellers will take three to four trips a year, usually three short trips and one long trip. Maritimers are more prone to spending their short trips within the maritimes, which might include a long weekend, thereby explaining their short length of stay within the region as compared to their longer vacation trips, which they spend outside the region. On the other hand, our central Canadian and U.S. markets, by the very nature of the distance, represent the long-haul vacation market. Since they are travelling for a longer period of time to reach their destination, they tend to stay longer upon arrival.

Who are they?

Almost 38% of visitors represented one couple travelling alone; over 27% represented one family with children; 16% represented one person travelling alone; and 11.5% represented a group of friends travelling together.

Approximately 77% of visitors were traveling in a car only; 8% were in a van; and 7% were travelling by air. 27% of our visiting parties' main income earners are professional, technical and related workers; 19% are retirees; and 13% are managers, officials or proprietors.

The total number of visitors to Prince Edward Island were almost evenly split between male and females. Approximately 21% of visitors were 19 years of age or under; 14% were between the ages of 20 to 29; 28% between 30 to 44; 25% between 45 to 64; and 12.3% were 65 and older.

Almost 16% of visitors had previously resided on the Island. About 30% stated they had relatives on the Island, whereas 45% indicated they had friends there. Over 4% presently own a cottage or some other residence on Prince Edward Island.

Why do they come?

The main purpose of trip was sightseeing for 48% of visiting parties. Over 22% stated that visiting friends and relatives was their main purpose for coming; 13% stated business-related reasons; 7.7% personal reasons; and 7.1% indicated they came to participate in outdoor recreation and sports.

The activity tourists most wanted to participate in during their visit to the Island was going to the beach; this was suggested by 16% of visitors. 9% suggested attending lobster suppers as the next most popular activity; 7% suggested driving around the Island; 6.5% indicated visiting Rainbow Valley; 5% stated visiting the capital city; and 4.7 % specified visiting Anne of Green Gables.

Almost 50% of visitors claim that friends made the greatest contribution to their decision to visit Prince Edward Island. More than 22% indicated that relatives influenced their decision to come; 8% stated the Canadian or American Automobile Association; and about 5% felt that the P.E.I. Dept. of Tourism and Parks mail-out kit was the biggest factor.

Almost 18,000 parties or 29% of those who obtained P.E.I. literature prior to arriving on the Island claimed it influenced their decision to come.

III. ACCOMMODATIONS

What Type of Accommodations Do They Use?

About 37% of our air and auto visiting parties stay in hotel or motels and account for 22.6% of the party nights spent on the Island. Another 22% stay in campgrounds, accounting for more than 21% of party nights. Some 23% of visiting parties spend 27% of their total party nights with friends and relatives; 10% of party nights are spent in an owned or borrowed vacation home; 10% in cabins or cottages; and about 6% in bed and breakfast (B&B), tourist homes (TH) and similar establishments.

What is the Relationship Between Accommodations and Purpose of Trip?

The most popular accommodation type varies with the purpose of trip. Outdoor recreation and sports enthusiasts like to stay in commerical campgrounds; sightseers as well as those that come for meetings and business purposes favour staying in hotel/motels; and to no surprise, visiting friends and relatives favour staying with friends and relatives. The main users of various accommodation types are depicted below. The percentages represent those users of each accommodation type who come to P.E.I. for the purpose shown:

Hotel/Motel	:	sightseeing 57%; business 26%; visiting friends and relatives 5.4%; outdoor recreation and sport 5%
Cabin Cottage	:	sightseeing 74%; visiting friends and relatives 10.4%; outdoor recreation and sport 8%
Tourist Home Farm Tourist Home Bed & Breakfast	:	sightseeing 80%; outdoor recreation and sport 7%
Friends/relatives	:	visiting friends & relatives 80%; personal affairs 8%; sightseeing 6%
Campgrounds	:	sightseeing 72%; outdoor recreation and sport 19%

What is the Relationship Between Accommodations and Occupation of Visitors?

The majority of occupation types frequent hotel/motels more than any other accommodation. However, there seems to be a much stronger leaning towards commercial campgrounds among craftsmen, foremen and industrial workers.

What are the Best Markets for Accommodation Operators?

The various accommodation types appeal differently to people from different market areas. For example, the following shows the primary markets for the various types of accommodation based solely on the percentage of visiting parties who stay.

Hotel/motel	- N.S. 25%; N.B. 20%; Ont. 19%; U.S. 17%
Cabin/cottage	- N.S. 30%; N.B. 20%; Ont. 19.5%; Que. 9.7%
Tourist Home (TH) Farm Tourist Home (FTH) Bed & Breakfast (B&B)	- U.S. 27%; Ont. 20%; N.S. 17%; Que. 14%
Friends/relatives	- N.S. 41%; N.B. 27%; Ont. 17%
Campgrounds	- N.S. 23%; Ont. 19.1%; U.S. 19%; N.B. 16%; Que. 15%

What Accommodations do our Visitors Prefer?

The accommodation types used by visitors from our main market areas in 1987 are as follows:

Nova Scotia	Friends & relatives 33%; hotel/motel 32%; campgrounds 17%
New Brunswick	Hotel/motel 37%; friends & relatives 30%; campgrounds 16%
*Newfoundland(1)	Hotel/motel 34%; campgrounds 28%; cabin/cottage 17%; friends & relatives 16%
Quebec	Hotel/motel 38%; campgrounds 33%; TH/FTH/B&B 9.6%
Ontario	Hotel/motel 38%; campgrounds 23%; friends & relatives 21%
Other Canada	Hotel/motel 44%; friends & relatives 21%; campgrounds 18%; TH/FTH/B&B 10%
New England	Hotel/motel 40%; campgrounds 24%; friends & relatives 15%; TH/FTH/B&B 10%
Other U.S.	Hotel/motel 43%; campgrounds 29%; TH/FTH/B&B 13%
*Other foreign(1)	Hotel/motel 35%; campgrounds 24%; TH/FTH/B&B 18%

* Note - numbers are small and therefore unreliable

IV. TOURISTS' PERSPECTIVES ON A FIXED LINK

Approximately 51% of visitors to Prince Edward Island indicated they would favour some form of fixed link. The percentage of respondents that felt either a bridge, causeway or a tunnel would be an acceptable fixed link were 41%; 42%; and 34% respectively.

Only 41% of the parties that had visited Prince Edward Island once in the last 12 months indicated they wanted some form of fixed link. However, of those parties that visited P.E.I. 2 or 3 times; 4 to 6 times; or 7 or more times in the past 12 months, 60%; 63%; and 68% respectively favoured some form of fixed link, indicating that the more frequent visitor to the Island is more favourably predisposed to a proposal for a fixed link.

35,000 parties or 33% of the visiting parties that indicated they favoured a fixed link stated they would visit more often once it was in place. About 71% of visiting parties considered the Prince Edward Island ferry trip to be an attraction. The feeling is much stronger in our more distant markets such as Quebec and the U.S., where 80% and 84% respectively considered the ferry trip an attraction. This is likely due to the fact that they have never experienced a ferry trip before or at least, very few times.

V. OTHER TOURISM FACTS

Approximately 45% of visiting parties bought souvenirs while on Prince Edward Island. When visitors were asked what was the most appropriate souvenir for the Island, 27% stated t-shirts; 20% arts and crafts; 5% spoons; 4.6% pictures and posters; 4% hats; 3.7% pottery; and 3.5% postcards.

Overall, 69% of visitors felt they received good value for the dollars spent during their visit; 26% felt they received fair value; and a little over 4% felt they received poor value.

I. VISITOR PROFILE

A. TOTAL NUMBER OF VISITORS

TYPE	PARTIES	%	PARTY SIZE	PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
Total non-resident tourists	223,567	100.0	2.5971	580,634*	100.0	3.9061	873,267	100.0

B. TYPE OF VISITOR

TYPE	PARTIES	%	PARTY SIZE	PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Day	25,480	11.4	2.7529	70,145	12.1	0.0000	0	0.0
2) Overnight	198,087	88.6	2.5771	510,489	87.9	4.4085	873,267	100.0
Total	223,567	100.0	2.5971	580,634*	100.0	3.9061	873,267	100.0

C. MODE OF TRAVEL

TYPE	PARTIES	%	PARTY SIZE	PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Auto	207,581	92.8	2.6982	560,096	96.5	3.7113	770,396	88.2
2) Air	15,986	7.2	1.2847	20,538	3.5	6.4351	102,871	11.8
Total	223,567	100.0	2.5971	580,634*	100.0	3.9061	873,267	100.0

D. SEASON OF VISITORS

SEASON	PARTIES	%	PARTY SIZE	PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Spring	17,200	7.7	2.0916	35,975	6.2	2.4166	41,565	4.8
2) Summer	173,954	77.8	2.7599	480,099	82.7	4.1367	719,601	82.4
3) Fall	32,413	14.5	1.9918	64,560	11.1	3.4585	112,101	12.8
Total	223,567	100.0	2.5971	580,634*	100.0	3.9061	873,267	100.0

E. PROVINCE/REGION OF ORIGIN

ORIGIN	PARTIES	%	PARTY SIZE	PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Nova Scotia	62,652	28.0	2.5690	160,953	27.7	3.5275	221,003	25.3
2) New Brunswick	51,840	23.2	2.6809	138,979	23.9	2.6178	135,707	15.5
3) Newfoundland	5,011	2.2	3.1471	15,770	2.7	6.1094	30,614	3.5
4) Quebec	22,126	9.9	2.7333	60,477	10.4	4.3125	95,419	10.9
5) Ontario	38,138	17.1	2.4459	93,283	16.1	5.1350	195,840	22.4
6) Other Canada	9,576	4.3	2.4664	23,618	4.1	5.0255	48,124	5.5
7) New England	13,642	6.1	2.7637	37,702	6.5	4.4746	61,043	7.0
8) Other U.S.A.	18,638	8.3	2.4350	45,384	7.8	4.0635	75,736	8.7
9) Other World	1,944	0.9	2.2984	4,468	0.8	5.0314	9,781	1.1
Total	223,567	100.0	2.5971	580,634*	100.0	3.9061	873,267	100.0

F. COUNTRY OF ORIGIN

ORIGIN	PARTIES	%	PARTY SIZE	PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Canada	189,343	84.7	2.6042	493,080	84.9	3.8380	726,707	83.2
2) U.S.A.	32,280	14.4	*2.5739	83,086	14.3	4.2373	136,779	15.7
3) Other Countries	1,944	0.9	2.2984	4,468	0.8	5.0314	9,781	1.1
Total	223,567	100.0	2.5971	580,634	100.0	3.9061	873,267	100.0

*** This number reflects air and auto visitation only. The figure excludes travel by Via Rail, cruise ships, Island Transit SMT buses, bus tours, pick-up trucks, and cycles. When these modes of travel are included, the number of tourists who visited Prince Edward Island during May 15 - October 1, 1987 exceeds the 703,000 mark.**

G. 1) OCCUPATION OF RESPONDENT

OCCUPATION	PARTIES	%	PARTY SIZE	PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Pro., tech. & related worker	56,742	25.5	2.4815	140,803	24.4	4.3626	247,542	28.4
2) Farmer & farm manager	2,554	1.1	3.1331	8,002	1.4	2.5595	6,537	0.8
3) Manager, official & proprietor	27,383	12.3	2.6828	73,462	12.7	3.9556	108,315	12.4
4) Clerical & related worker	13,219	5.9	2.5775	34,072	5.9	3.3057	43,698	5.0
5) Sales worker	16,036	7.2	2.2502	36,084	6.3	2.5303	40,576	4.7
6) Craftsman, foreman & related worker	12,439	5.6	2.8243	35,132	6.1	3.0092	37,432	4.3
7) Operative & related worker	9,816	4.4	3.0165	29,610	5.1	3.4445	33,811	3.9
8) Private household worker	386	0.2	1.9585	756	0.1	5.0829	1,962	0.2
9) Service worker except private homes	8,110	3.6	2.8957	23,484	4.1	3.9986	32,429	3.7
10) Farm labourer and farm foreman	147	0.1	2.6871	395	0.1	3.2585	479	0.1
11) Labourer except farm & mine	8,361	3.8	2.8726	24,018	4.2	3.0757	25,716	3.0
12) Student	8,114	3.6	2.5308	20,535	3.6	3.5418	28,738	3.3
13) Housewife	11,098	5.0	2.9818	33,092	5.7	4.6896	52,045	6.0
14) Retiree	42,688	19.2	2.4288	103,681	18.0	4.4248	188,887	21.7
15) Military	3,283	1.5	2.4508	8,046	1.4	4.0856	13,413	1.5
16) Unemployed	1,543	0.7	3.0402	4,691	0.8	3.8898	6,002	0.7
17) Other	543	0.2	2.4751	1,344	0.2	4.7053	2,555	0.3
Sub-total	222,462	100.0	2.5946	577,207	100.0	3.9114	870,137	100.0
Non-response	1,105		3.1014	3,427		2.8326	3,130	
Total	223,567		2.5971	580,634		3.9061	873,267	

2) OCCUPATION OF MAIN INCOME EARNER

OCCUPATION	PARTIES	%	PARTY SIZE	PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Pro., tech. & related worker	59,687	26.9	2.4997	149,204	26.0	4.2611	254,331	29.3
2) Farmer & farm manager	3,044	1.4	3.0338	9,235	1.6	2.4198	7,366	0.8
3) Manager, official & proprietor	29,357	13.3	2.7412	80,475	14.0	3.8513	113,062	13.0
4) Clerical & related worker	10,808	4.9	2.7074	29,262	5.1	3.7528	40,560	4.7
5) Sales worker	16,119	7.3	2.2742	36,659	6.4	2.6600	42,876	4.9
6) Craftsman, foreman & related worker	14,555	6.6	2.9633	43,132	7.5	2.9588	43,065	5.0
7) Operative & related worker	10,792	4.9	3.0722	33,156	5.8	3.4775	37,529	4.3
8) Private household worker	356	0.2	1.7865	636	0.1	5.2584	1,872	0.2
9) Service worker except private homes	7,674	3.5	2.8232	21,666	3.8	3.8266	29,365	3.4
10) Farm labourer and farm foreman	142	0.1	2.6760	380	0.1	3.2324	459	0.1
11) Labourer except farm & mine	10,263	4.6	2.9477	30,253	5.3	3.0657	31,463	3.6
12) Student	6,599	3.0	2.2870	15,092	2.6	3.7753	24,913	2.9
13) Housewife	3,566	1.6	2.1626	7,712	1.3	3.6994	13,192	1.5
14) Retiree	42,986	19.4	2.3955	102,976	17.9	4.6999	202,029	23.3
15) Military	3,842	1.7	2.4807	9,531	1.7	4.7369	18,199	2.1
16) Unemployed	1,046	0.5	3.0946	3,237	0.6	3.9732	4,156	0.5
17) Other	646	0.3	2.7368	1,768	0.3	5.1455	3,324	0.4
Sub-total	221,482	100.0	2.5933	574,374	100.0	3.9180	867,761	100.0
Non-response	2,085		3.0023	6,260		2.6408	5,506	
Total	223,567		2.5971	580,634		3.9061	873,267	

H. PURPOSE OF TRIP

PURPOSE	PARTIES	%	PARTY SIZE	PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Convention/Conference	6,289	2.8	2.3228	14,608	2.5	4.2770	26,898	3.1
2) Meetings, other business	23,774	10.6	1.6114	38,310	6.6	2.7989	66,540	7.6
3) Shopping	114	0.1	3.1491	359	0.1	2.4474	279	0.0
4) Sightseeing	107,571	48.1	2.8501	306,585	52.8	3.1987	344,091	39.4
5) Outdoor recreation sport	15,800	7.1	3.0370	47,985	8.3	4.1870	66,154	7.6
6) Personal affairs	17,111	7.7	2.5353	43,381	7.5	5.6767	97,134	11.1
7) Visit friends and relatives	49,533	22.2	2.4353	120,628	20.8	5.3278	263,904	30.2
8) Commuting	185	0.1	2.7459	508	0.1	2.8811	533	0.1
9) Passing through to Magdalen Isl.	2,381	1.1	2.7043	6,439	1.1	0.7094	1,689	0.2
10) Other	788	0.4	2.2970	1,810	0.3	7.2183	5,688	0.7
Sub-total	223,546	100.0	2.5973	580,613	100.0	3.9048	872,910	100.0
Non-response	21		1.0000	21		17.0000	357	
Total	223,567		2.5971	580,634		3.9061	873,267	

I. OCCUPATION OF RESPONDENT (BY PURPOSE OF TRIP)

RESPONSE	CONVENTION & CONFERENCES		MEETINGS & OTHER BUSINESS		SHOPPING		SIGHTSEEING		OUTDOOR RECREATION SPORT		PERSONAL AFFAIRS		VISITING FRIENDS & RELATIVES		COMMUTING		PASSING THROUGH TO MAGDALEN ISLANDS		OTHER		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Pro., tech. & related worker	3,272	52.0	7,995	33.6	4	3.5	24,129	22.6	4,874	30.8	3,847	22.6	11,857	24.1	116	62.7	447	19.6	201	25.5	56,742	25.5
2) Farmer & farm manager	75	1.2	171	0.7	0	0.0	1,425	1.3	66	0.4	316	1.9	370	0.8	0	0.0	129	5.7	0	0.0	2,554	1.1
3) Manager, official & proprietor	742	11.8	4,203	17.7	0	0.0	11,496	10.8	2,596	16.4	1,952	11.5	5,930	12.0	0	0.0	343	15.0	119	15.1	27,383	12.3
4) Clerical & related worker	508	8.1	255	1.1	37	32.5	5,620	5.3	874	5.5	1,544	9.1	3,950	8.0	0	0.0	410	18.0	0	0.0	13,198	5.9
5) Sales worker	183	2.9	6,827	28.7	0	0.0	4,920	4.6	1,231	7.8	1,091	6.4	1,757	3.6	0	0.0	0	0.0	27	3.4	16,036	7.2
6) Craftsman, foreman & related worker	167	2.7	842	3.5	0	0.0	7,468	7.0	1,105	7.0	785	4.6	1,954	4.0	0	0.0	0	0.0	118	15.0	12,439	5.6
7) Operative & related worker	119	1.9	718	3.0	0	0.0	4,440	4.2	831	5.3	1,343	7.9	1,887	3.8	0	0.0	478	20.9	0	0.0	9,816	4.4
8) Private household worker	0	0.0	0	0.0	0	0.0	271	0.3	0	0.0	0	0.0	115	0.2	0	0.0	0	0.0	0	0.0	386	0.2
9) Service worker except private homes	57	0.9	571	2.4	0	0.0	3,864	3.6	964	6.1	899	5.3	1,737	3.5	0	0.0	0	0.0	18	2.3	8,110	3.6
10) Farm labourer and farm foreman	12	0.2	26	0.1	0	0.0	94	0.1	0	0.0	10	0.1	5	0.0	0	0.0	0	0.0	0	0.0	147	0.1
11) Labourer except farm & mine	53	0.8	475	2.0	0	0.0	4,941	4.6	656	4.2	607	3.6	1,466	3.0	69	37.3	0	0.0	94	11.9	8,361	3.8
12) Student	199	3.2	539	2.3	32	28.1	3,120	2.9	1,155	7.3	321	1.9	2,716	5.5	0	0.0	20	0.9	12	1.5	8,114	3.6
13) Housewife	231	3.7	445	1.9	41	36.0	6,893	6.4	302	1.9	302	1.8	2,884	5.9	0	0.0	0	0.0	0	0.0	11,098	5.0
14) Retiree	637	10.1	389	1.6	0	0.0	26,126	24.4	797	5.0	3,319	19.5	10,826	22.0	0	0.0	455	19.9	139	17.6	42,688	19.2
15) Military	12	0.2	200	0.8	0	0.0	1,386	1.3	278	1.8	245	1.4	1,162	2.4	0	0.0	0	0.0	0	0.0	3,283	1.5
16) Unemployed	16	0.3	35	0.1	0	0.0	547	0.5	67	0.4	292	1.7	586	1.2	0	0.0	0	0.0	0	0.0	1,543	0.7
17) Other	6	0.1	83	0.3	0	0.0	170	0.2	0	0.0	129	0.8	95	0.2	0	0.0	0	0.0	60	7.6	543	0.2
Total	6,289	100.0	23,774	100.0	114	100.0	106,910	100.0	15,800	100.0	17,002	100.0	49,297	100.0	185	100.0	2,282	100.0	788	100.0	222,441	100.0

J. AGE OF TOTAL PERSONS

AGE	MALE PERSONS NUMBER	%	FEMALE PERSONS NUMBER	%	TOTAL PERSONS NUMBER	%
1) Under 15	53,255	18.8	48,262	16.2	101,517	17.5
2) 15 - 19	9,062	3.2	11,825	4.0	20,887	3.6
3) 20 - 24	15,877	5.6	19,041	6.4	34,918	6.0
4) 25 - 29	22,073	7.8	23,422	7.9	45,495	7.8
5) 30 - 34	24,267	8.6	27,977	9.4	52,244	9.0
6) 35 - 39	25,502	9.0	26,792	9.0	52,294	9.0
7) 40 - 44	30,070	10.6	27,290	9.2	57,360	9.9
8) 45 - 54	31,876	11.2	36,419	12.3	68,295	11.8
9) 55 - 64	36,590	12.9	39,711	13.4	76,301	13.1
10) 65 & over	34,899	12.3	36,443	12.3	71,342	12.3
Total	283,471	100.0	297,182	100.0	580,653	100.0

K. TYPE OF TRANSPORTATION (BY GROUP COMPOSITION)

RESPONSE	ONE PERSON ALONE		ONE FAMILY WITH CHILDREN		TWO OR MORE FAMILIES		ORGANIZED GROUP		ONE COUPLE ALONE		TWO OR MORE COUPLES		GROUP OF FRIENDS		OTHER		NO RESPONSE		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Car only	22,831	61.9	47,241	77.4	2,457	73.7	242	100.0	67,805	81.1	9,462	81.6	21,515	83.8	571	79.0	52	100.0	172,176	77.1
2) Motor home	289	0.8	1,886	3.1	159	4.8	0	0.0	2,437	2.9	340	2.9	554	2.2	0	0.0	0	0.0	5,665	2.5
3) Truck Camper	151	0.4	1,499	2.5	291	8.7	0	0.0	1,780	2.1	211	1.8	349	1.4	0	0.0	0	0.0	4,281	1.9
4) Travel Trailer	7	0.0	2,371	3.9	101	3.0	0	0.0	3,447	4.1	74	0.6	534	2.1	16	2.2	0	0.0	6,550	2.9
5) Tent trailer	0	0.0	804	1.3	25	0.7	0	0.0	213	0.3	60	0.5	33	0.1	0	0.0	0	0.0	1,135	0.5
6) Van	1,374	3.7	6,636	10.9	296	8.9	0	0.0	5,414	6.5	1,418	12.2	2,203	8.6	136	18.8	0	0.0	17,477	7.8
7) Air	12,222	33.1	597	1.0	6	0.2	0	0.0	2,536	3.0	35	0.3	479	1.9	0	0.0	0	0.0	15,875	7.1
8) Other	27	0.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	27	0.0
Sub-total	36,901	100.0	61,034	100.0	3,335	100.0	242	100.0	83,632	100.0	11,600	100.0	25,667	100.0	723	100.0	52	100.0	223,186	100.0
No response	69		245		0		0		0		67		0		0		0		381	
Total	36,970		61,279		3,335		242		83,632		11,667		25,667		723		52		223,567	

L. TYPE OF TRANSPORTATION (BY ORIGIN)

RESPONSE	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Car only	53,500	85.4	45,214	87.4	3,212	64.1	17,261	78.4	24,354	64.0	5,501	57.4	9,860	72.3	12,146	65.4	1,128	58.6	172,176	77.1
2) Motor home	500	0.8	665	1.3	241	4.8	588	2.7	706	1.9	802	8.4	447	3.3	1,462	7.9	254	13.2	5,665	2.5
3) Truck Camper	1,268	2.1	1,067	2.1	176	3.5	414	1.9	594	1.6	114	1.2	253	1.9	375	2.0	0	0.0	4,281	1.9
4) Travel Trailer	1,747	2.8	1,036	2.0	187	3.7	103	0.5	1,615	4.2	129	1.3	633	4.6	1,100	5.9	0	0.0	6,550	2.9
5) Tent trailer	382	0.6	152	0.3	0	0.0	223	1.0	170	0.4	81	0.8	62	0.5	65	0.4	0	0.0	1,135	0.5
6) Van	3,447	5.5	3,294	6.4	325	6.5	2,009	9.1	4,045	10.6	576	6.0	1,751	12.8	1,957	10.5	73	3.8	17,477	7.8
7) Air	1,758	2.8	312	0.6	870	17.4	1,421	6.5	6,568	17.2	2,373	24.8	636	4.7	1,466	7.9	471	24.5	15,875	7.1
8) Other	0	0.0	0	0.0	0	0.0	0	0.0	27	0.1	0	0.0	0	0.0	0	0.0	0	0.0	27	0.0
Sub-total	62,622	100.0	51,740	100.0	5,011	100.0	22,019	100.0	38,079	100.0	9,576	100.0	13,642	100.0	18,571	100.0	1,926	100.0	223,186	100.0
No response	30		100		0		107		59		0		0		67		18		381	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

M. DID YOU EVER RESIDE ON THE ISLAND? (BY ORIGIN)

RESPONSE	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Yes	15,966	25.5	10,974	21.2	639	12.8	908	4.1	4,606	12.1	990	10.3	870	6.4	457	2.5	38	2.0	35,448	15.9
2) No	46,686	74.5	40,866	78.8	4,372	87.2	21,218	95.9	33,481	87.9	9,586	89.7	12,772	93.6	18,181	97.5	1,906	98.0	188,068	84.1
Sub-total	62,652	100.0	51,840	100.0	5,011	100.0	22,126	100.0	38,087	100.0	9,576	100.0	13,642	100.0	18,638	100.0	1,944	100.0	223,516	100.0
No response	0		0		0		0		51		0		0		0		0		51	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

N. DID YOU OWN A COTTAGE OR RESIDENCE ON THE ISLAND? (BY ORIGIN)

RESPONSE	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Yes	3,803	6.1	2,712	5.2	109	2.2	664	3.0	974	2.6	153	1.6	577	4.2	85	0.5	0	0.0	9,077	4.1
2) No	58,668	93.9	49,128	94.8	4,902	97.8	21,462	97.0	37,113	97.4	9,414	98.4	13,017	95.8	18,485	99.5	1,944	100.0	214,133	95.9
Sub-total	62,471	100.0	51,840	100.0	5,011	100.0	22,126	100.0	38,087	100.0	9,567	100.0	13,594	100.0	18,570	100.0	1,944	100.0	223,210	100.0
No response	181		0		0		0		51		9		48		68		0		357	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

O. DO YOU HAVE RELATIVES ON THE ISLAND? (BY ORIGIN)

RESPONSE	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Yes	27,780	44.3	20,206	39.0	1,120	22.4	2,182	9.9	9,358	24.5	2,255	23.5	3,556	26.1	1,594	8.6	149	7.7	68,200	30.5
2) No	34,872	55.7	31,634	61.0	3,891	77.6	19,944	90.1	28,765	75.5	7,321	76.5	10,066	73.9	17,044	91.4	1,795	92.3	155,332	69.5
Sub-total	62,652	100.0	51,840	100.0	5,011	100.0	22,126	100.0	38,123	100.0	9,576	100.0	13,622	100.0	18,638	100.0	1,944	100.0	223,532	100.0
No response	0		0		0		0		15		0		20		0		0		35	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

P. DO YOU HAVE FRIENDS ON THE ISLAND? (BY ORIGIN)

RESPONSE	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Yes	40,473	64.8	30,094	58.1	1,729	34.5	4,568	20.6	13,697	36.0	3,331	35.4	3,204	23.5	2,458	13.2	543	27.9	100,097	44.9
2) No	21,978	35.2	21,746	41.9	3,282	65.5	17,558	79.4	24,399	64.0	6,087	64.6	10,438	76.5	16,180	86.8	1,401	72.1	123,069	55.1
Sub-total	62,451	100.0	51,840	100.0	5,011	100.0	22,126	100.0	38,096	100.0	9,418	100.0	13,642	100.0	18,638	100.0	1,944	100.0	223,166	100.0
No response	201		0		0		0		42		158		0		0		0		401	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

Q. REASONS WHY YOU CAME TO P.E.I. (BY ORIGIN)

RESPONSE	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Convention/conference	1,147	1.5	1,970	3.6	414	5.5	413	1.7	685	1.4	971	6.7	16	0.1	165	0.7	10	0.4	5,791	2.1
2) Meetings/business	8,146	10.5	9,734	18.0	277	3.7	1,565	6.4	3,140	6.3	428	2.9	346	2.1	258	1.1	151	5.7	24,045	8.9
3) Shopping	2,185	2.8	324	0.6	127	1.7	36	0.1	362	0.7	129	0.9	40	0.2	388	1.7	38	1.4	3,629	1.3
4) Sightseeing	11,924	15.4	11,869	21.9	1,595	21.0	12,773	51.9	18,648	37.2	4,493	30.8	7,704	46.0	11,685	51.0	1,230	46.2	81,921	30.2
5) Outdoor recreation	1,970	2.5	1,824	3.4	305	4.0	315	1.3	500	1.0	142	1.0	459	2.7	228	1.0	0	0.0	5,743	2.1
6) Personal affairs	3,130	4.0	2,426	4.5	0	0.0	22	0.1	584	1.2	165	1.1	234	1.4	291	1.3	56	2.1	6,908	2.5
7) Visiting friends/ relatives	19,754	25.4	14,154	26.1	979	12.9	1,835	7.5	8,923	17.8	1,698	13.0	3,096	18.5	1,581	6.9	272	10.2	52,492	19.4
3) Visit Cavendish area	1,266	1.6	356	0.7	151	2.0	298	1.2	1,034	2.1	727	5.0	165	1.0	586	2.6	69	2.6	4,652	1.7
9) Lobster supper	2,972	3.8	292	0.5	282	3.7	463	1.9	2,626	5.2	1,096	7.5	554	3.3	1,367	6.0	148	5.6	9,800	3.6
10) Visit Green Gables	624	0.8	724	1.3	117	1.5	221	0.9	1,512	3.0	926	6.3	193	1.2	823	3.6	129	4.8	5,269	1.9
11) North Shore Area	68	0.1	86	0.2	132	1.7	70	0.3	595	1.2	249	1.7	92	0.5	359	1.6	96	3.6	1,747	0.6
12) Rest & relaxation	3,700	4.8	2,462	4.5	285	3.8	337	1.4	694	1.4	129	0.9	1,057	6.3	352	1.5	8	0.3	9,024	3.3
13) Blue Heron Drive	14	0.0	0	0.0	0	0.0	74	0.3	91	0.2	27	0.2	73	0.4	129	0.6	0	0.0	408	0.2
14) Attend graduation	144	0.2	324	0.6	58	0.8	0	0.0	16	0.0	0	0.0	0	0.0	0	0.0	0	0.0	542	0.2
15) Beaches, swimming	3,691	4.8	1,120	2.1	976	12.9	2,138	8.7	4,104	8.2	1,438	9.9	638	3.8	1,247	5.4	156	5.9	15,508	5.7
16) Bars & clubs	133	0.2	0	0.0	65	0.9	0	0.0	58	0.1	22	0.2	0	0.0	2	0.0	0	0.0	280	0.1
17) Visit churches	0	0.0	337	0.6	0	0.0	0	0.0	0	0.0	27	0.2	0	0.0	0	0.0	0	0.0	364	0.1
18) Golf	1,164	1.5	658	1.2	18	0.2	343	1.4	374	0.7	56	0.4	18	0.1	400	1.7	0	0.0	3,031	1.1
19) Trout fishing	143	0.2	222	0.4	12	0.2	180	0.7	254	0.5	72	0.5	102	0.6	114	0.5	58	2.2	1,157	0.4
20) Harness races	205	0.3	0	0.0	7	0.1	0	0.0	50	0.1	0	0.0	0	0.0	35	0.2	0	0.0	297	0.1
21) Visit craft shops	155	0.2	59	0.1	0	0.0	0	0.0	78	0.2	15	0.1	13	0.1	0	0.0	0	0.0	320	0.1
22) Play, Anne of Green Gables	429	0.6	231	0.4	6	0.1	55	0.2	229	0.5	182	1.2	44	0.3	194	0.8	26	1.0	1,396	0.5
23) Charlottetown Festival	1,544	2.0	132	0.2	36	0.5	195	0.8	762	1.5	258	1.8	166	1.0	162	0.7	69	2.6	3,324	1.2
24) Visit Confederation Center	146	0.2	3	0.0	0	0.0	50	0.2	173	0.3	23	0.2	0	0.0	0	0.0	0	0.0	395	0.1

25) Visit attractions	338	0.4	0	0.0	178	2.3	25	0.1	91	0.2	6	0.0	39	0.2	35	0.2	0	0.0	712	0.3
26) Visit National Park	352	0.5	459	0.8	4	0.1	12	0.0	26	0.1	29	0.2	5	0.0	9	0.0	21	0.8	917	0.3
27) Rainbow Valley	3,700	4.8	257	0.5	847	11.2	256	1.0	308	0.6	128	0.9	115	0.7	112	0.5	5	0.2	5,728	2.1
28) Stock car races	504	0.6	515	1.0	0	0.0	0	0.0	36	0.1	8	0.1	98	0.6	0	0.0	0	0.0	1,161	0.4
29) Woodleigh Replicas	220	0.3	0	0.0	55	0.7	51	0.2	289	0.6	5	0.0	60	0.4	336	1.5	0	0.0	1,016	0.4
30) Museums	68	0.1	0	0.0	3	0.0	95	0.4	53	0.1	37	0.3	30	0.2	1	0.0	0	0.0	287	0.1
31) Study Island history	193	0.2	260	0.5	21	0.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	474	0.2
32) Visit Farms	133	0.2	59	0.1	45	0.6	132	0.5	57	0.1	0	0.0	0	0.0	42	0.2	23	0.9	491	0.2
33) Camping	3,259	4.2	1,319	2.4	135	1.8	1,119	4.5	1,002	2.0	194	1.3	5	0.0	178	0.8	0	0.0	7,211	2.7
34) Go to restaurants	152	0.2	0	0.0	82	1.1	19	0.1	346	0.7	69	0.5	19	0.1	6	0.0	17	0.6	710	0.3
35) Play, Are You Lonesome	381	0.5	697	1.3	0	0.0	4	0.0	55	0.1	35	0.2	0	0.0	0	0.0	0	0.0	1,172	0.4
36) Visit Province House	35	0.0	0	0.0	0	0.0	0	0.0	196	0.4	31	0.2	0	0.0	94	0.4	0	0.0	356	0.1
37) Eat seafood	47	0.1	0	0.0	0	0.0	100	0.4	293	0.6	5	0.0	49	0.3	58	0.3	0	0.0	552	0.2
38) Visit capital city	153	0.2	21	0.0	33	0.4	481	2.0	459	0.9	234	1.6	62	0.4	454	2.0	31	1.2	1,928	0.7
39) Open summer home	490	0.6	322	0.6	0	0.0	606	2.5	438	0.9	154	1.1	346	2.1	0	0.0	0	0.0	2,356	0.9
40) Attend festivals	606	0.8	176	0.3	0	0.0	0	0.0	150	0.3	0	0.0	0	0.0	75	0.3	0	0.0	1,007	0.4
41) Lady's Slipper Drive	0	0.0	0	0.0	0	0.0	55	0.2	70	0.1	0	0.0	109	0.7	67	0.3	31	1.2	332	0.1
42) Car museums	290	0.4	252	0.5	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	3	0.0	0	0.0	545	0.2
43) Visit Summerside	196	0.3	53	0.1	0	0.0	0	0.0	9	0.0	0	0.0	29	0.2	16	0.1	18	0.7	321	0.1
44) Visit North Cape	0	0.0	0	0.0	0	0.0	0	0.0	21	0.0	13	0.1	325	1.9	0	0.0	0	0.0	359	0.1
45) Sandspit	707	0.9	59	0.1	309	4.1	60	0.2	36	0.1	0	0.0	0	0.0	0	0.0	0	0.0	1,173	0.4
46) Historical Sites	64	0.1	0	0.0	0	0.0	55	0.2	76	0.2	0	0.0	58	0.3	30	0.1	0	0.0	283	0.1
47) Old Home Week	187	0.2	0	0.0	0	0.0	65	0.3	0	0.0	8	0.1	60	0.4	0	0.0	0	0.0	320	0.1
48) Deep Sea Fishing	99	0.1	0	0.0	0	0.0	0	0.0	113	0.2	0	0.0	0	0.0	0	0.0	0	0.0	212	0.1
49) See fall foliage	128	0.2	0	0.0	0	0.0	0	0.0	42	0.1	43	0.3	50	0.3	242	1.1	0	0.0	505	0.2
50) Hunting	71	0.1	76	0.1	0	0.0	0	0.0	46	0.1	0	0.0	17	0.1	0	0.0	0	0.0	210	0.1
51) Other	628	0.8	330	0.6	29	0.4	79	0.3	397	0.8	124	0.8	279	1.7	784	3.4	0	0.0	2,650	1.0
Total	77,655	100.0	54,162	100.0	7,583	100.0	24,597	100.0	50,103	100.0	14,596	100.0	16,765	100.0	22,908	100.0	2,662	100.0	271,031	100.0

R. ANY PARTICULAR THINGS YOU HOPED TO SEE OR DO WHILE ON THE ISLAND (BY ORIGIN)

	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Visit capital city	1,412	2.7	2,231	3.8	9	0.2	2,383	7.4	3,114	6.8	373	4.1	1,301	6.8	1,618	7.5	300	14.6	12,741	5.2
2) Visit craft shops	88	0.2	255	0.4	2	0.0	168	0.5	298	0.6	13	0.1	66	0.3	453	2.1	30	1.5	1,373	0.6
3) Shopping	3,199	6.0	3,468	5.9	375	7.4	797	2.5	1,469	3.2	191	2.1	757	4.0	833	3.9	33	1.6	11,122	4.5
4) Sightseeing	1,773	3.3	2,235	3.8	153	3.0	602	1.9	1,430	3.1	516	5.7	775	4.1	1,082	5.0	155	7.5	8,721	3.5
5) Drive around the Island	1,761	3.3	2,390	4.0	220	4.3	3,947	12.3	3,078	6.7	553	6.1	1,960	10.3	2,991	13.9	190	9.3	17,090	6.9
6) Outdoor recreation	298	0.6	90	0.2	0	0.0	283	0.9	164	0.4	0	0.0	500	2.6	7	0.0	0	0.0	1,342	0.5
7) Visiting friends relatives	1,747	3.3	1,240	2.1	0	0.0	84	0.3	454	1.0	101	1.1	171	0.9	68	0.3	0	0.0	3,865	1.6
8) Visit Cavendish area	1,921	3.6	2,234	3.8	49	1.0	1,062	3.3	2,060	4.5	418	4.6	335	1.8	783	3.7	108	5.3	8,970	3.6
9) Lobster supper	5,322	10.0	4,487	7.6	383	7.5	1,459	4.6	5,121	11.1	1,196	13.3	1,588	8.4	2,331	10.9	162	7.9	22,049	8.9
10) Visit Green Gables	1,968	3.7	2,036	3.4	429	8.4	611	1.9	3,230	7.0	869	9.6	932	4.9	1,293	6.0	100	4.9	11,488	4.7
11) North Shore Area	508	1.0	766	1.3	0	0.0	994	3.1	473	1.0	49	0.5	484	2.5	324	1.5	0	0.0	3,598	1.5
12) Rest & relaxation	379	0.7	70	0.1	61	1.2	169	0.5	205	0.4	50	0.6	100	0.5	1	0.0	0	0.0	1,035	0.4
13) Blue Heron Drive	90	0.2	0	0.0	0	0.0	143	0.4	216	0.5	82	0.9	126	0.7	398	1.9	0	0.0	1,055	0.4
14) Visit South Shore	194	0.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	55	0.3	0	0.0	249	0.1
15) Beaches, swimming	9,012	17.0	8,727	14.8	833	16.4	7,533	23.5	7,829	17.0	1,258	13.9	2,342	12.3	1,835	8.6	545	26.5	39,914	16.2
16) Bars & clubs	52	0.1	489	0.8	0	0.0	0	0.0	20	0.0	2	0.0	0	0.0	0	0.0	0	0.0	563	0.2
17) See red soil	15	0.0	278	0.5	0	0.0	0	0.0	33	0.1	0	0.0	0	0.0	1	0.0	0	0.0	327	0.1
18) Visit churches	64	0.1	0	0.0	0	0.0	171	0.5	9	0.0	15	0.2	0	0.0	0	0.0	0	0.0	259	0.1
19) Golf	3,601	6.8	2,558	4.3	175	3.4	574	1.8	1,768	3.8	180	2.0	337	1.8	869	4.1	0	0.0	10,062	4.1
20) Trout fishing	441	0.8	1,436	2.4	79	1.6	897	2.8	1,006	2.2	153	1.7	257	1.4	353	1.6	0	0.0	4,622	1.9

21) Harness races	319	0.6	0	0.0	0	0.0	171	0.5	166	0.4	0	0.0	62	0.3	35	0.2	0	0.0	753	0.3
22) Horseback riding	718	1.4	604	1.0	388	7.6	114	0.4	130	0.3	12	0.1	69	0.4	20	0.1	0	0.0	2,055	0.8
23) Play, Anne of Green Gables	972	1.8	583	1.0	61	1.2	155	0.5	856	1.9	13	0.1	136	0.7	592	2.8	19	0.9	3,387	1.4
24) Charlottetown Festival	845	1.6	539	0.9	46	0.9	168	0.5	1,010	2.2	138	1.5	88	0.5	180	0.8	0	0.0	3,014	1.2
25) Visit Confederation Center	789	1.5	438	0.7	0	0.0	346	1.1	310	0.7	215	2.4	134	0.7	198	0.9	0	0.0	2,430	1.0
26) Visit attractions	973	1.8	1,503	2.5	69	1.4	426	1.3	319	0.7	169	1.9	7	0.0	153	0.7	0	0.0	3,619	1.5
27) Visit National Park	941	1.8	559	0.9	0	0.0	306	1.0	845	1.8	253	2.8	873	4.6	357	1.7	94	4.6	4,228	1.7
28) Rainbow Valley	4,206	7.9	6,645	11.2	481	9.5	1,576	4.9	1,835	4.0	347	3.8	336	1.8	489	2.3	23	1.1	15,938	6.5
29) Stock car races	128	0.2	128	0.2	0	0.0	0	0.0	326	0.7	0	0.0	0	0.0	0	0.0	0	0.0	582	0.2
30) Woodleigh Replicas	1,295	2.4	1,292	2.2	0	0.0	260	0.8	854	1.9	276	3.1	766	4.0	911	4.2	28	1.4	5,682	2.3
31) Visit museums	1,450	2.7	1,203	2.0	57	1.1	578	1.8	406	0.9	200	2.2	265	1.4	136	0.6	0	0.0	4,295	1.7
32) Clam digging	279	0.5	0	0.0	0	0.0	0	0.0	161	0.4	163	1.8	211	1.1	0	0.0	0	0.0	814	0.3
33) Study Island history	109	0.2	465	0.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	19	0.1	0	0.0	593	0.2
34) Visit Farms	0	0.0	229	0.4	7	0.1	0	0.0	63	0.1	0	0.0	226	1.2	293	1.4	52	2.5	870	0.4
35) Camping	237	0.4	141	0.2	0	0.0	0	0.0	144	0.3	0	0.0	98	0.5	40	0.2	0	0.0	660	0.3
36) Go to restaurants	210	0.4	661	1.1	0	0.0	129	0.4	243	0.5	0	0.0	18	0.1	1	0.0	0	0.0	1,262	0.5
37) Play, Are You Lonesome	391	0.7	116	0.2	0	0.0	0	0.0	250	0.5	31	0.3	0	0.0	0	0.0	0	0.0	788	0.3
38) Visit Province House	166	0.3	386	0.7	70	1.4	528	1.6	524	1.1	197	2.2	146	0.8	243	1.1	0	0.0	2,260	0.9
39) Windsurfing	183	0.3	0	0.0	0	0.0	247	0.8	52	0.1	124	1.4	108	0.6	12	0.1	0	0.0	726	0.3
40) Eat seafood	43	0.1	254	0.4	0	0.0	562	1.8	597	1.3	21	0.2	307	1.6	318	1.5	0	0.0	2,102	0.9
41) Visit antique shops	87	0.2	292	0.5	0	0.0	138	0.4	168	0.4	15	0.2	74	0.4	99	0.5	0	0.0	873	0.4
42) Visit fishing village	0	0.0	98	0.2	0	0.0	0	0.0	100	0.2	0	0.0	182	1.0	6	0.0	0	0.0	386	0.2
43) Mill River Resort	0	0.0	441	0.7	0	0.0	50	0.2	51	0.1	0	0.0	0	0.0	0	0.0	0	0.0	542	0.2
44) See lighthouses	0	0.0	154	0.3	0	0.0	159	0.5	42	0.1	13	0.1	0	0.0	32	0.1	0	0.0	400	0.2
45) Kings Byway	0	0.0	0	0.0	0	0.0	143	0.4	141	0.3	18	0.2	60	0.3	145	0.7	0	0.0	507	0.2
46) L.M. Montgomery birthplace	0	0.0	0	0.0	0	0.0	0	0.0	180	0.4	4	0.0	0	0.0	87	0.4	0	0.0	271	0.1
47) Deep sea fishing	50	0.1	176	0.3	0	0.0	54	0.2	469	1.0	53	0.6	188	1.0	23	0.1	0	0.0	1,013	0.4
48) Lady's Slipper Drive	142	0.3	0	0.0	0	0.0	133	0.4	101	0.2	77	0.9	540	2.8	202	0.9	0	0.0	1,195	0.5
49) Car museums	0	0.0	220	0.4	0	0.0	0	0.0	119	0.3	9	0.1	40	0.2	0	0.0	0	0.0	388	0.2
50) Acadian Village	0	0.0	1,477	2.5	0	0.0	1,069	3.3	247	0.5	172	1.9	56	0.3	4	0.0	0	0.0	3,025	1.2
51) Bottle House	0	0.0	88	0.1	0	0.0	441	1.4	105	0.2	0	0.0	86	0.5	9	0.0	0	0.0	729	0.3
52) Fairyland	342	0.6	156	0.3	0	0.0	130	0.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	628	0.3
53) Malpeque Gardens	189	0.4	0	0.0	38	0.7	118	0.4	118	0.3	0	0.0	192	1.0	266	1.2	15	0.7	938	0.4
54) Visit Summerside	425	0.8	674	1.1	103	2.0	410	1.3	330	0.7	129	1.4	166	0.9	254	1.2	0	0.0	2,491	1.0
55) Bird watching	5	0.0	90	0.2	0	0.0	0	0.0	0	0.0	0	0.0	35	0.2	111	0.5	0	0.0	241	0.1
56) Wax Museum	359	0.7	860	1.5	10	0.2	0	0.0	396	0.9	64	0.7	370	1.9	0	0.0	100	4.9	2,159	0.9
57) Toy factory	70	0.1	236	0.4	0	0.0	0	0.0	5	0.0	0	0.0	0	0.0	0	0.0	0	0.0	311	0.1
58) S'side Lobster Carnival	0	0.0	351	0.6	0	0.0	0	0.0	0	0.0	45	0.5	66	0.3	0	0.0	0	0.0	462	0.2
59) Sandspit	1,014	1.9	831	1.4	479	9.4	161	0.5	179	0.4	0	0.0	0	0.0	31	0.1	0	0.0	2,695	1.1
60) Enchanted Castle	212	0.4	248	0.4	112	2.2	0	0.0	62	0.1	0	0.0	0	0.0	1	0.0	0	0.0	635	0.3
61) Go carts	359	0.7	423	0.7	116	2.3	0	0.0	318	0.7	0	0.0	66	0.3	0	0.0	0	0.0	1,282	0.5
62) House of Dolls	273	0.5	294	0.5	0	0.0	118	0.4	167	0.4	14	0.2	115	0.6	1	0.0	0	0.0	982	0.4
63) Sailing	78	0.1	177	0.3	0	0.0	129	0.4	119	0.3	20	0.2	326	1.7	50	0.2	100	4.9	999	0.4
64) Bonshaw 500	78	0.1	88	0.1	60	1.2	377	1.2	93	0.2	0	0.0	0	0.0	0	0.0	0	0.0	696	0.3
65) Go to flea markets	362	0.7	123	0.2	55	1.1	0	0.0	121	0.3	0	0.0	0	0.0	65	0.3	0	0.0	726	0.3
66) Waterslides	333	0.6	123	0.2	52	1.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	508	0.2
67) Buffaloland	182	0.3	0	0.0	0	0.0	0	0.0	173	0.4	0	0.0	0	0.0	0	0.0	0	0.0	355	0.1
68) Charlottetown Exhibition	135	0.3	176	0.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	311	0.1

69) King Tuts Toomb	69	0.1	0	0.0	107	2.1	0	0.0	110	0.2	0	0.0	46	0.2	60	0.3	0	0.0	392	0.2
70) Provincial Park	0	0.0	0	0.0	0	0.0	377	1.2	110	0.2	8	0.1	40	0.2	212	1.0	0	0.0	747	0.3
71) Canoeing	0	0.0	0	0.0	0	0.0	168	0.5	0	0.0	0	0.0	0	0.0	75	0.3	0	0.0	243	0.1
72) Ch'town bus tour	0	0.0	116	0.2	0	0.0	0	0.0	308	0.7	27	0.3	46	0.2	59	0.3	0	0.0	556	0.2
73) Garage sales	0	0.0	88	0.1	0	0.0	0	0.0	48	0.1	47	0.5	78	0.4	64	0.3	0	0.0	325	0.1
74) Paddle boats	94	0.2	0	0.0	0	0.0	0	0.0	0	0.0	82	0.9	63	0.3	0	0.0	0	0.0	239	0.1
75) Other	46	0.1	335	0.6	0	0.0	441	1.4	501	1.1	45	0.5	290	1.5	294	1.4	0	0.0	1,952	0.8
Total	53,023	100.0	59,071	100.0	5,079	100.0	32,059	100.0	45,949	100.0	9,020	100.0	19,006	100.0	21,444	100.0	2,054	100.0	246,705	100.0

S. DID YOU VISIT EXPO '86? (BY ORIGIN)

	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Yes	3,400	5.4	3,654	7.1	384	7.7	2,125	9.6	5,511	14.5	4,654	48.6	375	2.8	2,679	14.4	137	7.0	22,919	10.3
2) No	59,176	94.6	48,146	92.9	4,627	92.3	19,954	90.4	32,394	85.5	4,922	51.4	13,242	97.2	15,861	85.6	1,807	93.0	200,129	89.7
Sub-total	62,576	100.0	51,800	100.0	5,011	100.0	22,079	100.0	37,905	100.0	9,576	100.0	13,617	100.0	18,540	100.0	1,944	100.0	223,048	100.0
No response	76		40		0		47		233		0		25		98		0		519	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

T. WHICH OF THE FOLLOWING MADE THE GREATEST CONTRIBUTION TO YOUR DECISION TO COME TO THE ISLAND? (BY ORIGIN)

	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Friends	804	56.7	395	81.4	547	53.9	4,464	62.6	7,599	49.3	1,790	42.0	3,027	50.7	4,278	45.3	332	31.4	23,236	50.3
2) Relatives	354	25.0	90	18.6	295	29.1	1,243	17.4	4,147	26.9	1,347	31.6	1,217	20.4	1,378	14.6	256	24.2	10,327	22.4
3) T.V. unknown	146	10.3	0	0.0	48	4.7	31	0.4	147	1.0	0	0.0	138	2.3	82	0.9	0	0.0	592	1.3
4) Yankee Magazine, N.Y.	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	53	0.9	71	0.8	0	0.0	124	0.3
5) Anne of Green Gables Ads	0	0.0	0	0.0	0	0.0	0	0.0	70	0.5	0	0.0	0	0.0	11	0.1	0	0.0	81	0.2
6) Anne of Green Gables Movie	0	0.0	0	0.0	0	0.0	14	0.2	402	2.6	34	0.8	77	1.3	125	1.3	82	7.7	734	1.6
7) National Geographic	18	1.3	0	0.0	12	1.2	12	0.2	13	0.1	6	0.1	75	1.3	306	3.2	14	1.3	456	1.0
8) P.E.I. Mail Package	52	3.7	0	0.0	113	11.1	119	1.7	312	2.0	379	8.9	210	3.5	908	9.6	97	9.2	2,190	4.7
9) Anne of Green Gables books	0	0.0	0	0.0	0	0.0	9	0.1	131	0.8	104	2.4	156	2.6	188	2.0	65	6.1	653	1.4
10) Magazine unknown	0	0.0	0	0.0	0	0.0	625	8.8	153	1.0	40	0.9	206	3.4	91	1.0	0	0.0	1,115	2.4
11) P.E.I. Brochures	0	0.0	0	0.0	0	0.0	43	0.6	156	1.0	54	1.3	20	0.3	187	2.0	160	15.1	620	1.3
12) NBC T.V.	0	0.0	0	0.0	0	0.0	0	0.0	36	0.2	0	0.0	0	0.0	42	0.4	0	0.0	78	0.2
13) CAA	0	0.0	0	0.0	0	0.0	204	2.9	1,159	7.5	207	4.9	0	0.0	9	0.1	0	0.0	1,579	3.4
14) AAA	0	0.0	0	0.0	0	0.0	31	0.4	117	0.8	85	2.0	357	6.0	1,557	16.5	34	3.2	2,181	4.7
15) Toronto Star	0	0.0	0	0.0	0	0.0	0	0.0	205	1.3	0	0.0	0	0.0	0	0.0	0	0.0	205	0.4
16) Reader's Digest	0	0.0	0	0.0	0	0.0	0	0.0	50	0.3	71	1.7	0	0.0	0	0.0	0	0.0	121	0.3
17) Travel Magazine	0	0.0	0	0.0	0	0.0	0	0.0	104	0.7	66	1.5	74	1.2	56	0.6	0	0.0	300	0.6
18) Travel and Leisure	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	83	1.4	3	0.0	0	0.0	86	0.2
19) Le Soleil	0	0.0	0	0.0	0	0.0	135	1.9	84	0.5	0	0.0	0	0.0	0	0.0	0	0.0	219	0.5
20) CBC T.V.	0	0.0	0	0.0	0	0.0	5	0.1	101	0.7	0	0.0	0	0.0	0	0.0	0	0.0	106	0.2
21) Expo '86	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	75	1.8	0	0.0	0	0.0	0	0.0	75	0.2
22) London Free Press	0	0.0	0	0.0	0	0.0	0	0.0	80	0.5	0	0.0	0	0.0	0	0.0	0	0.0	80	0.2
23) Actualite	0	0.0	0	0.0	0	0.0	132	1.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	132	0.3
24) Boston Globe	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	234	3.9	0	0.0	0	0.0	234	0.5
25) C-100 Radio	0	0.0	0	0.0	0	0.0	60	0.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	60	0.1
26) ATV	0	0.0	0	0.0	0	0.0	0	0.0	40	0.3	0	0.0	0	0.0	0	0.0	0	0.0	40	0.1

27) CHCH T.V.	0	0.0	0	0.0	0	0.0	0	0.0	54	0.4	0	0.0	0	0.0	0	0.0	0	0.0	54	0.1
28) Toronto Globe & Mail	0	0.0	0	0.0	0	0.0	0	0.0	147	1.0	0	0.0	0	0.0	0	0.0	0	0.0	147	0.3
29) Atlantic Monthly	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	57	0.6	0	0.0	57	0.1
30) Other	44	3.1	0	0.0	0	0.0	0	0.0	110	0.7	2	0.0	49	0.8	85	0.9	19	1.8	309	0.7
Total\	1,416	100.0	485	100.0	1,015	100.0	7,127	100.0	15,417	100.0	4,260	100.0	5,976	100.0	9,434	100.0	1,059	100.0	46,191	100.0

U. DID YOU OBTAIN P.E.I. LITERATURE PRIOR TO ARRIVING ON THE ISLAND? (BY ORIGIN)

	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Yes	18,040	28.8	3,262	6.3	2,618	52.2	4,347	19.6	13,648	35.8	4,619	48.2	4,339	31.9	9,767	52.4	1,085	55.8	61,725	27.6
2) No	44,564	71.2	48,555	93.7	2,393	47.8	17,779	80.4	24,490	64.2	4,957	51.8	9,264	68.1	8,855	47.6	859	44.2	161,716	72.4
Sub-total	62,604	100.0	51,817	100.0	5,011	100.0	22,126	100.0	38,138	100.0	9,576	100.0	13,603	100.0	18,622	100.0	1,944	100.0	223,441	100.0
No response	48		23		0		0		0		0		39		16		0		126	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

V. DID THE TOURIST LITERATURE INFLUENCE YOUR DECISION TO VISIT? (BY ORGIN)

	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Yes	3,676	20.8	407	12.9	688	26.3	1,012	24.1	4,623	34.7	1,847	40.7	1,451	33.9	3,543	36.7	339	31.7	17,586	29.1
2) No	13,958	79.2	2,760	87.1	1,930	73.7	3,181	75.9	8,718	65.3	2,687	59.3	2,825	66.1	6,106	63.3	732	68.3	42,897	70.9
Sub-total	17,634	100.0	3,167	100.0	2,618	100.0	4,193	100.0	13,341	100.0	4,534	100.0	4,276	100.0	9,649	100.0	1,071	100.0	60,483	100.0
No response	406		95		0		154		307		85		63		118		14		1,242	
Total	18,040		3,262		2,618		4,347		13,648		4,619		4,339		9,767		1,085		61,725	

W. WHAT WAS IT ABOUT THE LITERATURE THAT HELPED PERSUADE YOU TO VISIT? (BY ORGIN)

RESPONSE	NOVA SCOTIA PARTIES	%	NEW BRUNSWICK PARTIES	%	NEWFOUNDLAND PARTIES	%	QUEBEC PARTIES	%	ONTARIO PARTIES	%	OTHER CANADA PARTIES	%	NEW ENGLAND PARTIES	%	OTHER U.S.A. PARTIES	%	OTHER COUNTRIES PARTIES	%	TOTAL PARTIES	%
1) P.E.I. literature package	278	7.2	56	13.8	76	9.3	135	12.5	317	5.8	251	11.4	132	7.3	274	6.5	0	0.0	1,519	7.5
2) Information in the visitors guide	653	17.0	0	0.0	342	41.7	137	12.7	1,363	24.9	464	21.1	372	20.5	819	19.4	0	0.0	4,150	20.6
3) Pictures PEI tourist literature	0	0.0	0	0.0	0	0.0	17	1.6	53	1.0	17	0.8	7	0.4	173	4.1	15	4.9	282	1.4
4) Influenced by Rodd Inn brochure	7	0.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	7	0.0
5) Info craft shops/ Visitors guide	0	0.0	0	0.0	0	0.0	0	0.0	20	0.4	0	0.0	23	1.3	0	0.0	0	0.0	43	0.2
6) Information on road map helpful	1,240	32.2	205	50.4	168	20.5	222	20.5	1,032	18.9	559	25.4	461	25.4	1,081	25.6	143	46.9	5,111	25.3
7) Exploring PEI/World's Greatest Island	268	7.0	0	0.0	0	0.0	36	3.3	726	13.3	248	11.3	270	14.9	434	10.3	43	14.1	2,025	10.0
8) Literature on attraction/ Visitors guide	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	13	0.3	0	0.0	13	0.1
9) All PEI lit, interesting & helpful	1,406	36.5	146	35.9	225	27.4	535	49.4	1,783	32.6	654	29.7	462	25.5	1,269	30.1	104	34.1	6,584	32.7
10) Ch'town Festival brochures	0	0.0	0	0.0	9	1.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	9	0.0
11) PEI pictures, posters/Expo '86	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	7	0.3	0	0.0	0	0.0	0	0.0	7	0.0
12) Descriptive nature/ PEI literature	0	0.0	0	0.0	0	0.0	0	0.0	63	1.2	0	0.0	86	4.7	78	1.8	0	0.0	227	1.1
13) Information about farms	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	77	1.8	0	0.0	77	0.4
14) Helped to find accommodation	0	0.0	0	0.0	0	0.0	0	0.0	108	2.0	0	0.0	0	0.0	1	0.0	0	0.0	109	0.5
Total	3,852	100.0	407	100.0	820	100.0	1,082	100.0	5,465	100.0	2,200	100.0	1,813	100.0	4,219	100.0	305	100.0	20,163	100.0

X. WHICH FAIRS OR FESTIVALS PLAYED A PART IN YOUR DECISION TO COME THE THE ISLAND? (BY ORGIN)

RESPONSE	NOVA SCOTIA PARTIES	%	NEW BRUNSWICK PARTIES	%	NEWFOUNDLAND PARTIES	%	QUEBEC PARTIES	%	ONTARIO PARTIES	%	OTHER CANADA PARTIES	%	NEW ENGLAND PARTIES	%	OTHER U.S.A. PARTIES	%	OTHER COUNTRIES PARTIES	%	TOTAL PARTIES	%
1) Confed Centre Antique Car Show	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	79	92.9	0	0.0	74	58.7	0	0.0	153	8.0
2) Blue Grass Festival	70	8.1	248	30.5	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	318	16.7
3) Kensington Harvest Festival	0	0.0	116	14.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	116	6.1
4) Dog Show Bedeque	506	58.6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	506	26.6
5) Lobster Carnival Summerside	103	11.9	0	0.0	0	0.0	0	0.0	0	0.0	6	7.1	0	0.0	23	18.3	0	0.0	132	6.9
6) Rollo Bay Scottish Concert	68	7.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	68	3.6
7) Old Home Week	117	13.5	0	0.0	0	0.0	0	0.0	13	100.0	0	0.0	0	0.0	0	0.0	0	0.0	130	6.8
8) Acadian Festival	0	0.0	352	43.3	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	352	18.5
9) Ceilidh Orwell Corner	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	29	23.0	0	0.0	29	1.5
10) Kensington Car Show	0	0.0	97	11.9	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	97	5.1
Total	864	100.0	813	100.0	0	100.0	0	100.0	13	100.0	85	100.0	0	100.0	126	100.0	0	100.0	1,901	100.0

Y. DID YOU ATTEND ANY SPECIFIC FAIRS OR FESTIVALS? (BY ORGIN)

RESPONSE	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Arts & Crafts Fair	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	57	0.0	0	0.0	30	0.0	87	1.0
2) Strawberry Fair, Orwell	70	3.1	0	0.0	0	0.0	0	0.0	76	5.6	0	0.0	0	0.0	20	3.2	0	0.0	166	2.0
3) Blue Grass Festival	323	14.4	248	9.3	0	0.0	0	0.0	57	4.2	0	0.0	0	0.0	0	0.0	0	0.0	628	7.5
4) Dog Show Bedeque	506	22.6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	506	6.0
5) Lobster Carnival Summerside	295	13.2	289	10.9	0	0.0	169	0.0	682	50.3	51	36.4	152	0.0	113	18.2	0	0.0	1,751	20.8
6) Rollo Bay Scottish Concert	68	3.0	98	3.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	351	56.4	0	0.0	517	6.1
7) Northumberland Fisheries	67	3.0	167	6.3	0	0.0	0	0.0	0	0.0	0	0.0	105	0.0	0	0.0	0	0.0	339	4.0
8) West Point Lighthouse	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	86	0.0	0	0.0	0	0.0	86	1.0
9) Crapaud Exhibition	0	0.0	0	0.0	116	0.0	169	0.0	107	7.9	0	0.0	0	0.0	0	0.0	0	0.0	392	4.7
10) Kensington Tourist Days	260	11.6	525	19.7	0	0.0	0	0.0	8	0.6	0	0.0	18	0.0	19	3.1	0	0.0	830	9.9
11) Tyne Valley Oyster Festival	0	0.0	0	0.0	0	0.0	0	0.0	33	2.4	0	0.0	0	0.0	6	1.0	0	0.0	39	0.5
12) Islander Day	0	0.0	0	0.0	0	0.0	0	0.0	72	5.3	0	0.0	0	0.0	0	0.0	0	0.0	72	0.9
13) Old Home Week	647	28.9	186	7.0	0	0.0	65	0.0	209	15.4	53	37.9	133	[illegible]	79	12.7	0	0.0	1,372	16.3
14) Potato Blossom Festival	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	18	12.9	0	0.0	0	0.0	0	0.0	18	0.2
15) Highland Games, Eldon	0	0.0	179	6.7	0	0.0	0	0.0	0	0.0	18	12.9	0	0.0	0	0.0	0	0.0	197	2.3
16) Acadian Festival	0	0.0	697	26.2	0	0.0	0	0.0	33	2.4	0	0.0	203	0.0	5	0.8	0	0.0	938	11.1
17) Summerfest, Summerside	0	0.0	176	6.7	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	176	2.1
18) Borden Days	0	0.0	0	0.0	0	0.0	0	0.0	48	3.5	0	0.0	0	0.0	0	0.0	0	0.0	48	0.6
19) Dundas Plowing Match	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	60	0.0	0	0.0	0	0.0	60	0.7
20) Prince County Trade Show	0	0.0	0	0.0	0	0.0	0	0.0	32	2.4	0	0.0	0	0.0	0	0.0	0	0.0	32	0.4
21) Ceilidh Orwell Corner	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	29	4.7	0	0.0	39	0.3
22) Kensington Car Show	0	0.0	97	3.6	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	97	1.2
23) Richmond Scottish Festival	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	34	0.0	0	0.0	0	0.0	34	0.4
Total	2,236	100.0	2,662	100.0	116	0.0	403	0.0	1,357	100.0	140	100.0	848	0.0	622	100.0	30	0.0	8,414	100.0

Z. DID YOU BUY ANY SOUVENIRS OF THE ISLAND? (BY ORIGIN)

RESPONSE	PARTIES	%
1) Yes	100,751	45.1
2) No	121,436	54.3
3) No Response	1,380	0.6
Total	223,567	100.0

AA. ARE YOU HAPPY WITH THE QUALITY OF AVAILABLE SOUVENIRS? (BY ORIGIN)

RESPONSE	PARTIES	%
1) Yes	118,394	53.0
2) No	8,950	4.0
3) No Response	96,223	43.0
Total	223,567	100.0

AB. WHAT DO YOU THINK ARE THE MOST APPROPRIATE SOUVENIERS FOR P.E.I.? (BY ORIGIN)

	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Ornaments	1,396	3.4	269	0.7	168	3.4	780	4.0	1,206	3.3	198	2.3	241	2.3	480	3.4	0	0.0	4,738	2.7
2) Arts and Crafts	9,636	23.8	7,939	20.5	618	12.4	3,682	18.9	6,486	17.9	1,385	16.1	2,804	27.0	2,447	17.4	291	28.7	35,288	20.3
3) Anne of Green Gables souvenirs	334	0.8	830	2.1	66	1.3	185	1.0	566	1.6	71	0.8	208	2.0	115	0.8	0	0.0	2,375	1.4
4) Lobster traps	432	1.1	1,091	2.8	10	0.2	121	0.6	872	2.4	74	0.9	94	0.9	192	1.4	0	0.0	2,886	1.7
5) Island soil products	161	0.4	297	0.8	82	1.6	0	0.0	142	0.4	153	1.8	79	0.8	30	0.2	0	0.0	944	0.5
6) Lobster ornaments	864	2.1	906	2.3	15	0.3	455	2.3	764	2.1	156	1.8	57	0.5	301	2.1	0	0.0	3,518	2.0
7) Cook book	15	0.0	0	0.0	2	0.0	0	0.0	85	0.2	35	0.4	14	0.1	55	0.4	12	1.2	218	0.1
8) Spoons	2,133	5.3	1,453	3.8	323	6.5	738	3.8	2,091	5.8	1,105	12.9	371	3.6	486	3.5	87	8.6	8,787	5.1
9) T-shirts, clothing	11,375	28.1	12,281	31.7	1,622	32.6	6,185	31.8	8,574	23.7	1,680	19.6	2,265	21.8	3,138	22.4	75	7.4	47,195	27.1
10) Paintings	149	0.4	275	0.7	32	0.6	770	4.0	514	1.4	48	0.6	0	0.0	44	0.3	27	2.7	1,859	1.1
11) Canned lobster	109	0.3	214	0.6	0	0.0	40	0.2	248	0.7	28	0.3	0	0.0	3	0.0	0	0.0	642	0.4
12) Pottery	1,536	3.8	793	2.0	198	4.0	210	1.1	1,907	5.3	626	7.3	352	3.4	725	5.2	57	5.6	6,404	3.7
13) Plates, china	283	0.7	1,798	4.6	2	0.0	439	2.3	1,011	2.8	341	4.0	333	3.2	579	4.1	58	5.7	4,844	2.8
14) Pictures, posters	1,676	4.1	2,023	5.2	128	2.6	1,384	7.1	1,434	4.0	582	6.8	175	1.7	495	3.5	139	13.7	8,036	4.6
15) Mugs	766	1.9	1,000	2.6	257	5.2	244	1.3	1,476	4.1	129	1.5	434	4.2	448	3.2	0	0.0	4,754	2.7
16) Potato ornaments	975	2.4	988	2.6	12	0.2	759	3.9	926	2.6	93	1.1	204	2.0	622	4.4	39	3.8	4,618	2.7
17) Hats	2,480	6.1	2,518	6.5	184	3.7	343	1.8	909	2.5	302	3.5	66	0.6	363	2.6	0	0.0	7,165	4.1
18) Jewelery	164	0.4	0	0.0	55	1.1	53	0.3	82	0.2	19	0.2	88	0.8	139	1.0	10	1.0	610	0.4
19) Woodwork	95	0.2	0	0.0	26	0.5	30	0.2	334	0.9	249	2.9	102	1.0	182	1.3	8	0.8	1,026	0.6
20) Postcards	663	1.6	342	0.9	107	2.1	1,068	5.5	1,717	4.7	389	4.5	635	6.1	1,109	7.9	103	10.2	6,133	3.5
21) Keychains	418	1.0	0	0.0	66	1.3	196	1.0	219	0.6	31	0.4	110	1.1	0	0.0	0	0.0	1,040	0.6
22) Mini-ships, boats	0	0.0	175	0.5	11	0.2	11	0.1	150	0.4	5	0.1	66	0.6	0	0.0	0	0.0	418	0.2
23) P.E.I. pins	1,145	2.8	1,118	2.9	66	1.3	297	1.5	704	1.9	44	0.5	123	1.2	226	1.6	2	0.2	3,725	2.1
24) Licences, bumper stickers	116	0.3	33	0.1	0	0.0	135	0.7	49	0.1	0	0.0	58	0.6	0	0.0	0	0.0	391	0.2
25) Lady Slipper photos	0	0.0	146	0.4	0	0.0	10	0.1	11	0.0	8	0.1	205	2.0	11	0.1	0	0.0	391	0.2
26) Antiques	158	0.4	130	0.3	0	0.0	0	0.0	131	0.4	4	0.0	0	0.0	225	1.6	0	0.0	648	0.4
27) Place mats	128	0.3	0	0.0	0	0.0	193	1.0	115	0.3	154	1.8	0	0.0	154	1.1	0	0.0	744	0.4
28) Island flag	37	0.1	327	0.8	223	4.5	6	0.0	161	0.4	10	0.1	12	0.1	78	0.6	0	0.0	854	0.5
29) Shells	256	0.6	552	1.4	168	3.4	105	0.5	425	1.2	5	0.1	223	2.1	127	0.9	0	0.0	1,861	1.1
30) Island books	888	2.2	249	0.6	323	6.5	100	0.5	901	2.5	267	3.1	152	1.5	339	2.4	76	7.5	3,295	1.9
31) Island beer	0	0.0	130	0.3	0	0.0	0	0.0	112	0.3	0	0.0	0	0.0	0	0.0	0	0.0	242	0.1
32) Beach related items	203	0.5	148	0.4	0	0.0	46	0.2	103	0.3	0	0.0	0	0.0	0	0.0	12	1.2	512	0.3
33) Home baked products, preserves	68	0.2	0	0.0	0	0.0	179	0.9	88	0.2	0	0.0	66	0.6	173	1.2	0	0.0	574	0.3
34) Weaving products, blankets	294	0.7	9	0.0	73	1.5	80	0.4	271	0.7	120	1.4	16	0.2	283	2.0	0	0.0	1,146	0.7
35) "Anne" dolls	253	0.6	86	0.2	0	0.0	7	0.0	60	0.2	25	0.3	107	1.0	1	0.0	9	0.9	548	0.3
36) Pennants	142	0.4	0	0.0	0	0.0	0	0.0	58	0.2	4	0.0	0	0.0	0	0.0	0	0.0	204	0.1
37) Salt and pepper shakers	396	1.0	0	0.0	0	0.0	377	1.9	375	1.0	38	0.4	9	0.1	85	0.6	0	0.0	1,280	0.7

38) Plaques	293	0.7	53	0.1	0	0.0	0	0.0	91	0.3	0	0.0	178	1.7	22	0.2	0	0.0	637	0.4
39) Clocks	0	0.0	0	0.0	0	0.0	0	0.0	142	0.4	14	0.2	166	1.6	0	0.0	0	0.0	322	0.2
40) Trinkets	278	0.7	273	0.7	52	1.0	0	0.0	110	0.3	7	0.1	106	1.0	48	0.3	0	0.0	874	0.5
41) Thimbles	0	0.0	220	0.6	0	0.0	0	0.0	128	0.4	104	1.2	11	0.1	0	0.0	0	0.0	463	0.3
42) Pencils, pens	0	0.0	0	0.0	20	0.4	70	0.4	18	0.0	0	0.0	98	0.9	0	0.0	0	0.0	206	0.1
43) "Anne" books	0	0.0	0	0.0	0	0.0	54	0.3	68	0.2	38	0.4	63	0.6	153	1.1	0	0.0	376	0.2
43) Other	163	0.4	53	0.1	74	1.5	83	0.4	399	1.1	37	0.4	109	1.0	162	1.2	8	0.8	1,086	0.6
Total	40,478	100.0	38,719	100.0	4,983	100.0	19,435	100.0	36,233	100.0	8,578	100.0	10,400	100.0	14,040	100.0	1,013	100.0	173,879	100.0

AC. DESCRIBE THE VALUE YOU RECEIVED OVERALL FOR THE DOLLARS YOU SPENT DURING YOUR VISIT (BY ORGIN)

	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Good	42,176	68.1	36,702	72.5	2,514	50.2	16,556	75.6	25,837	68.2	5,899	61.8	9,429	70.7	12,391	66.9	1,233	63.4	152,737	69.2
2) Fair	16,836	27.2	11,981	23.7	2,324	46.4	4,694	21.4	10,464	27.6	3,064	32.1	3,158	23.7	5,169	27.9	607	31.2	58,297	26.4
3) Poor	2,952	4.8	1,965	3.9	173	3.5	657	3.0	1,564	4.1	578	6.1	754	5.7	966	5.2	104	5.3	9,713	4.4
Sub-total	61,964	100.0	50,648	81.7	5,011	8.1	21,907	35.4	37,865	61.1	9,541	15.4	13,341	100.0	18,526	100.0	1,944	100.0	220,747	100.0
No response	688		1,192		0		219		273		35		301		112		0		2,820	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

AD. OCCUPATION OF RESPONDENT BY DESCRIBE THE VALUE YOU RECEIVED OVERALL FOR THE DOLLARS YOU SPENT DURING YOUR VISIT?

	GOOD		FAIR		POOR		NO RESPONSE		TOTAL	
OCCUPATION	PARITES	%	PARITES	%	PARITES	%	PARITES	%	PARITES	%
1) Pro., tech. & related worker	40,044	26.3	13,935	24.0	2,151	22.1	612	22.5	56,742	25.5
2) Farmer & farm manager	2,026	1.3	502	0.9	26	0.3	0	0.0	2,554	1.1
3) Manager, official & proprietor	18,859	12.4	7,109	12.3	713	7.3	702	25.8	27,383	12.3
4) Clerical & related worker	9,966	6.6	2,607	4.5	631	6.5	15	0.6	13,219	5.9
5) Sales worker	12,477	8.2	2,448	4.2	812	8.4	299	11.0	16,036	7.2
6) Craftsman, foreman & related worker	6,953	4.6	4,594	7.9	875	9.0	17	0.6	12,439	5.6
7) Operative & related worker	6,887	4.5	2,202	3.8	373	3.8	354	13.0	9,816	4.4
8) Private household worker	110	0.1	276	0.5	0	0.0	0	0.0	386	0.2
9) Service worker except private homes	5,017	3.3	2,409	4.2	637	6.6	47	1.7	8,110	3.6
10) Farm labourer and farm foreman	137	0.1	6	0.0	4	0.0	0	0.0	147	0.1
11) Labourer except farm & mine	5,700	3.7	2,277	3.9	289	3.0	95	3.5	8,361	3.8
12) Student	5,565	3.7	2,479	4.3	22	0.2	48	1.8	8,114	3.6
13) Housewife	7,083	4.7	3,481	6.0	475	4.9	59	2.2	11,098	5.0
14) Retiree	27,625	18.2	12,157	21.0	2,501	25.7	405	14.9	42,688	19.2
15) Military	2,201	1.4	820	1.4	194	2.0	68	2.5	3,283	1.5
16) Unemployed	1,081	0.7	462	0.8	0	0.0	0	0.0	1,543	0.7
17) Other	328	0.2	205	0.4	10	0.1	0	0.0	543	0.2
Sub-total	152,059	100.0	57,969	100.0	9,713	100.0	2,721	100.0	222,462	100.0
Non-response	678		328		0		99		1,105	
Total	152,737		58,297		9,713		2,820		223,567	

II. ACCOMMODATION ON ISLAND

A. USE OF ACCOMMODATION

ACCOMMODATION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Hotel/Motel	78,701	36.9	2.4506	192,866	34.9	2.7116	213,402	22.6
2) Cabin/Cottage	16,420	7.7	2.9683	48,740	8.8	5.7596	94,572	10.0
3) Bed & Breakfast/Country Inns	9,799	4.6	2.4820	24,321	4.4	3.3335	32,665	3.5
4) Tourist Home/Farm Tourist Home	4,414	2.1	2.6765	11,814	2.1	4.3190	19,064	2.0
5) Farm Vacation Home	313	0.1	2.3674	741	0.1	7.1725	2,245	0.2
6) Vacation Home - owned/borrowed	6,683	3.1	2.3718	15,851	2.9	14.2321	95,113	10.1
7) Friends/Relatives	48,443	22.7	2.3460	113,649	20.6	5.2595	254,786	27.0
8) Federal Campground	9,083	4.3	3.0514	27,716	5.0	4.7635	43,267	4.6
9) Provincial Campground	10,424	4.9	2.7629	28,800	5.2	5.1293	53,468	5.7
10) Commercial Campground	26,180	12.3	3.0963	81,060	14.7	4.0034	104,809	11.1
11) Other	3,105	1.5	2.0435	6,345	1.1	9.8229	30,500	3.2

B. USE OF ACCOMMODATION (EXCLUSIVE STAY)

ACCOMMODATION	PARTIES	%	PARTY SIZE	TOTAL PERSONS	%	LENGTH OF STAY ON ISLAND	PARTY NIGHTS	%
1) Hotel/Motel	71,615	39.0	2.4278	173,868	36.9	2.6255	188,026	23.2
2) Cabin/Cottage	13,861	7.5	3.0221	41,889	8.9	5.8205	80,678	10.0
3) Bed & Breakfast/Country Inns	6,567	3.6	2.4372	16,005	3.4	3.0675	20,144	2.5
4) Tourist Home/Farm Tourist Home	3,206	1.7	2.6697	8,559	1.8	4.4276	14,195	1.8
5) Farm Vacation Home	290	0.2	2.0793	603	0.1	7.5828	2,199	0.3
6) Vacation Home - owned/borrowed	6,563	3.6	2.3829	15,639	3.3	14.3297	94,046	11.6
7) Friends/Relatives	46,065	25.1	2.3368	107,645	22.8	5.2246	240,672	29.7
8) Federal Campground	5,311	2.9	3.3237	17,652	3.7	4.4705	23,743	2.9
9) Provincial Campground	6,237	3.4	2.7904	17,404	3.7	5.6708	35,369	4.4
10) Commercial Campground	21,157	11.5	3.1438	66,514	14.1	3.8677	81,828	10.1
11) Other	2,830	1.5	2.0668	5,849	1.2	10.2742	29,076	3.6
Sub-total	183,702	100.0	2.5673	471,627	100.0	4.4092	809,976	100.0
Non-response	39,865		2.7344	109,007		1.5876	63,291	
Total	223,567		2.5971	580,634		3.9061	873,267	

C. PURPOSE OF TRIP BY ACCOMMODATION USE

PURPOSE OF TRIP	HOTEL/ MOTEL		CABIN/ COTTAGE		BED/BREAKFAST COUNTRY INNS		TOURIST HOME		FARM VACATION HOME		OWNED/BORROWED VACATION HOME		FRIENDS/ RELATIVES		FEDERAL CAMPGROUND		PROVINCIAL CAMPGROUND		COMMERCIAL CAMPGROUND		OTHER		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Convention/Conference	5,352	6.8	50	0.3	94	1.0	0	0.0	52	16.6	0	0.0	503	1.0	87	1.0	41	0.4	87	0.3	272	8.8	6,538	3.1
2) Meetings, other business	15,136	19.2	175	1.1	282	2.9	68	1.5	0	0.0	20	0.3	2,051	4.2	40	0.4	55	0.5	104	0.4	1,119	36.0	19,050	8.9
3) Shopping	10	0.0	35	0.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	32	1.0	77	0.0
4) Sightseeing	44,602	56.7	12,071	73.5	7,941	81.0	3,508	79.5	215	68.7	1,035	15.5	3,078	6.4	6,953	76.5	7,735	74.2	18,432	70.4	626	20.2	106,196	49.7
5) Outdoor recreation, sport	3,691	4.7	1,384	8.4	638	6.5	436	9.9	0	0.0	220	3.3	430	0.9	1,557	17.1	2,141	20.5	5,062	19.3	60	1.9	15,619	7.3
6) Personal Affairs	5,003	6.4	696	4.3	378	3.9	124	2.8	46	14.7	3,402	50.9	3,723	7.7	261	2.9	76	0.7	1,011	3.9	668	21.5	15,390	7.2
7) Visit Friends & relatives	4,233	5.4	1,710	10.4	331	3.4	248	5.6	0	0.0	1,820	27.2	38,637	79.8	185	2.0	242	2.3	1,195	4.6	237	7.6	48,838	22.9
8) Commuting	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	116	1.7	0	0.0	0	0.0	69	0.7	0	0.0	0	0.0	185	0.1
9) On way to Magdalen Island	480	0.6	20	0.1	135	1.4	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	65	0.6	229	0.9	0	0.0	929	0.4
10) Other	194	0.2	277	1.7	0	0.0	30	0.7	0	0.0	70	1.0	0	0.0	0	0.0	0	0.0	60	0.2	89	2.9	720	0.3
Sub-Total	78,701	100.0	16,420	100.0	9,799	100.0	4,414	100.0	313	100.0	6,683	100.0	48,422	100.0	9,083	100.0	10,424	100.0	26,180	100.0	3,105	100.0	213,544	100.0
No response	0		0		0		0		0		0		21		0		0		0		0		21	
Total	78,701		16,420		9,799		4,414		313		6,683		48,443		9,083		10,424		26,180		3,105		213,565	

D. OCCUPATION OF RESPONDENT BY ACCOMMODATION USE

OCCUPATION	HOTEL/ MOTEL		CABIN/ COTTAGE		BED/BREAKFAST COUNTRY INNS		TOURIST HOME		FARM VACATION HOME		OWNED/BORROWED VACATION HOME		FRIENDS/ RELATIVES		FEDERAL CAMPGROUND		PROVINCIAL CAMPGROUND		COMMERCIAL CAMPGROUND		OTHER		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Pro., tech. & related worker	20,768	26 6	4,169	25.4	2,990	30 5	1,363	30 9	126	40 3	2,022	30 3	11,758	24 4	2,805	30 9	2,064	19 8	5,949	22 7	1,298	43 3	55,312	26 0
2) Farmer & farm manager	1,201	1 5	86	0 5	229	2 3	136	3 1	0	0 0	0	0 0	426	0 9	50	0 6	324	3 1	416	1 6	0	0 0	2,868	1 3
3) Managers/proprietors	10,003	12 8	2,136	13 0	1,182	12 1	661	15 0	0	0 0	890	13 3	5,840	12 1	845	9 3	992	9 5	3,705	14 2	15	0 5	26,269	12 4
4) Clerical workers	4,413	5 7	699	4 3	821	8 4	278	6 3	0	0 0	160	2 4	3,999	8 3	521	5 7	588	5 6	1,122	4 3	14	0 5	12,615	5 9
5) Sales workers	7,932	10 2	1,250	7 6	745	7 6	105	2 4	0	0 0	355	5 3	2,138	4 4	111	1 2	471	4 5	857	2 5	27	0 9	13,791	6 5
6) Craftsman & foremen	4,735	6 1	1,430	8 7	244	2 5	191	4 3	0	0 0	33	0 5	1,751	3 6	605	6 7	805	7 7	2,062	7 9	0	0 0	11,856	5 6
7) Operatives	2,284	2 9	652	4 0	83	0 8	0	0 0	0	0 0	633	9 5	1,904	3 9	350	3 9	559	5 4	2,106	8 0	417	13 9	8,988	4 2
8) Household workers	161	0 2	0	0 0	0	0 0	0	0 0	0	0 0	0	0 0	115	0 2	0	0 0	110	1 1	0	0 0	0	0 0	386	0 2
9) Service workers	2,273	2 9	1,127	6 9	123	1 3	105	2 4	0	0 0	104	1 6	1,609	3 3	394	4 3	92	0 9	1,708	6 5	137	4 6	7,672	3 6
10) Farm labourers/foremen	87	0 1	10	0 1	0	0 0	0	0 0	0	0 0	0	0 0	49	0 1	0	0 0	0	0 0	0	0 0	0	0 0	146	0 1
11) Labourers, other	3,217	4 1	324	2 0	415	4 2	0	0 0	0	0 0	309	4 6	1,807	3 7	463	5 1	471	4 5	807	3 1	174	5 8	7,987	3 8
12) Student	1,671	2 1	510	3 1	287	2 9	140	3 2	32	10 2	66	1 0	2,620	5 4	719	7 9	668	6 4	842	3 2	431	14 4	7,986	3 8
13) Housewife	3,588	4 6	1,254	7 6	294	3 0	429	9 7	0	0 0	193	2 9	2,932	6 1	650	7 2	353	3 4	1,506	5 8	11	0 4	11,210	5 3
14) Retirees	14,557	18 7	2,555	15 6	2,374	24 2	846	19 2	77	24 6	1,670	25 0	9,421	19 5	1,195	13 2	2,625	25 2	4,445	17 0	248	8 3	40,013	18 8
15) Military	463	0 6	91	0 6	12	0 1	0	0 0	78	24 9	248	3 7	1,279	2 7	6	0 1	144	1 4	617	2 4	213	7 1	3,151	1 5
16) Unemployed	481	0 6	116	0 7	0	0 0	160	3 6	0	0 0	0	0 0	510	1 1	239	2 6	158	1 5	178	0 7	15	0 5	1,857	0 9
17) Other	156	0 2	11	0 1	0	0 0	0	0 0	0	0 0	0	0 0	95	0 2	130	1 4	0	0 0	60	0 2	0	0 0	452	0 2
Sub-total	77,990	100 0	16,420	100 0	9,799	100 0	4,414	100 0	313	100 0	6,683	100 0	48,253	100 0	9,083	100 0	10,424	100 0	26,180	100 0	3,000	100 0	212,559	100 0
Non-response	711		0		0		0		0		0		190		0		0		0		105		1,006	
Total	78,701		16,420		9,799		4,414		313		6,683		48,443		9,083		10,424		26,180		3,105		213,565	

E. PROVINCE/REGION OF ORIGIN BY ACCOMMODATION USE

ORIGIN	HOTEL/ MOTEL		CABIN/ COTTAGE		BED/BREAKFAST COUNTRY INNS		TOURIST HOME		FARM VACATION HOME		OWNED/BORROWED VACATION HOME		FRIENDS/ RELATIVES		FEDERAL CAMPGROUND		PROVINCIAL CAMPGROUND		COMMERCIAL CAMPGROUND		OTHER		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Nova Scotia	19,318	24 5	4,958	30 2	1,486	15 2	844	19 1	175	55 9	2,519	37 7	19,790	40 9	1,525	16 8	2,404	23 1	6,442	24 6	706	22 7	60,167	28 2
2) New Brunswick	16,011	20 3	3,278	20 0	844	8 6	715	16 2	0	0 0	1,622	24 3	12,885	26 6	454	5 0	704	6 8	5,906	22 6	768	24 7	43,187	20 2
3) Newfoundland	1,878	2 4	965	5 9	51	0 5	61	1 4	0	0 0	27	0 4	892	1 8	455	5 0	265	2 5	847	3 2	60	1 9	5,501	2 6
4) Quebec	8,094	10 3	1,594	9 7	1,465	15 0	577	13 1	0	0 0	615	9 2	1,289	2 7	2,051	22 6	1,303	12 5	3,610	13 8	561	18 1	21,159	9 9
5) Ontario	14,715	18 7	3,195	19 5	2,203	22 5	752	17 0	0	0 0	910	13 6	8,135	16 8	2,396	26 4	2,370	22 7	3,980	15 2	222	7 1	38,878	18 2
6) Other Canada	4,362	5 5	290	1 8	755	7 7	271	6 1	6	1 9	314	4 7	2,099	4 3	465	5 1	468	4 5	800	3 1	101	3 3	9,931	4 7
7) New England	5,398	6 9	666	4 1	1,040	10 6	366	8 3	11	3 5	567	8 5	1,981	4 1	675	7 4	850	8 2	1,687	6 4	351	11 3	13,592	6 4
8) Other U.S.A.	8,116	10 3	1,254	7 6	1,716	17 5	664	15 0	98	31 3	78	1 2	1,196	2 5	1,045	11 5	1,732	16 6	2,705	10 3	216	7 0	18,820	8 8
9) Other World	809	1 0	220	1 3	239	2 4	164	3 7	23	7 3	31	0 5	178	0 4	17	0 2	328	3 1	203	0 8	120	3 9	2,330	1 1
Total	78,701	100 0	16,420	100 0	9,799	100 0	4,414	100 0	313	100 0	6,683	100 0	48,443	100 0	9,083	100 0	10,424	100 0	26,180	100 0	3,105	100 0	213,565	100 0

III.

A. WOULD YOU LIKE SOME FORM OF A FIXED LINK? (BY ORIGIN)

RESPONSE	PARTIES	%
1) Yes	107,684	51.1
2) No	103,072	48.9
Sub-total	210,756	100.0
No Response	12,811	
Total	223,567	

OF THOSE WHO SAID YES TO A FIXED LINK:

WOULD FIND A:	BRIDGE ACCEPTABLE		CAUSEWAY ACCEPTABLE		TUNNEL ACCEPTABLE		SOME OTHER CROSSING ACCEPTABLE	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Yes	87,278	41.4	89,417	42.4	72,577	34.4	7,599	3.6
2) No	20,402	9.7	18,267	8.7	35,107	16.7	96,808	45.9
Sub-total	107,680	51.1	107,684	51.1	107,684	51.1	104,407	49.5
No Response	4		0		0		3,277	
Total	107,684		107,684		107,684		107,684	

B. TIMES YOU VISITED PEI IN THE LAST 12 MONTHS (BY ORIGIN)

RESPONSE	NOVA SCOTIA		NEW BRUNSWICK		NEWFOUNDLAND		QUEBEC		ONTARIO		OTHER CANADA		NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) 1 Time only	29,044	46.7	19,824	39.5	4,367	87.1	19,872	89.8	34,185	89.6	8,693	90.8	12,408	91.1	18,393	98.7	1,802	92.7	148,588	67.1
2) 2 or 3 times	16,165	26.0	12,881	25.7	518	10.3	1,897	8.6	3,147	8.3	844	8.8	1,036	7.6	226	1.2	142	7.3	36,856	16.6
3) 4 to 6 times	8,458	13.6	8,366	16.7	62	1.2	235	1.1	409	1.1	39	0.4	107	0.8	0	0.0	0	0.0	17,676	8.0
4) 7 or more times	8,518	13.7	9,109	18.2	64	1.3	122	0.6	397	1.0	0	0.0	66	0.5	19	0.1	0	0.0	18,295	8.3
Sub-total	62,185	100.0	50,180	100.0	5,011	100.0	22,126	100.0	38,138	100.0	9,576	100.0	13,617	100.0	18,638	100.0	1,944	100.0	221,415	100.0
No response	467		1,660		0		0		0		0		25		0		0		2,152	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

C. TIMES YOU VISITED PEI IN THE LAST 12 MONTHS BY WOULD YOU WANT SOME FORM OF FIXED LINK

	YES		NO		NO RESPONSE		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) 1 Time only	60,506	57.0	77,072	75.2	11,010	85.9	148,588	67.1
2) 2 or 3 times	22,004	20.7	13,911	13.6	941	7.3	36,856	16.6
3) 4 to 6 times	11,068	10.4	5,898	5.8	710	5.5	17,676	8.0
4) 7 or more times	12,487	11.8	5,658	5.5	150	1.2	18,295	8.3
Sub-total	106,065	100.0	102,539	100.0	12,811	100.0	221,415	100.0
No Response	1,619		533		0		2,152	
Total	107,684		103,072		12,811		223,567	

D. WOULD YOU VISIT PEI MORE OFTEN IF THERE WAS A FIXED CROSSING BY WOULD YOU WANT SOME FORM OF FIXED LINK

	YES		NO		NO RESPONSE		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Yes	35,326	32.9	3,047	3.0	843	7.1	39,216	17.7
2) No	68,475	63.8	89,486	87.1	10,900	92.4	168,861	76.1
3) Undecided	3,550	3.3	10,260	10.0	54	0.5	13,864	6.2
Sub-total	107,351	100.0	102,793	100.0	11,797	100.0	221,941	100.0
No Response	333		279		1,014		1,626	
Total	107,684		103,072		12,811		223,567	

E. HOW MANY TRIPS WOULD YOU MAKE BY WOULD YOU WANT SOME FORM OF A FIXED LINK

	YES		NO		NO RESPONSE		TOTAL	
RESPONSE	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) 1 More Trip	4,455	13.2	422	15.5	133	15.8	5,010	13.4
2) 2 More Trips	8,966	26.6	625	23.0	120	14.2	9,711	26.0
3) 3 More Trips	6,725	19.9	1,317	48.4	218	25.9	8,260	22.1
4) 4 More Trips	3,247	9.6	34	1.3	55	6.5	3,336	8.9
5) 5 More Tripss	930	2.8	16	0.6	0	0.0	946	2.5
6) 6 More Trips	2,772	8.2	135	5.0	0	0.0	2,907	7.8
7) 7 More Trips	781	2.3	0	0.0	0	0.0	781	2.1
8) 8 More Trips	1,417	4.2	53	1.9	0	0.0	1,470	3.9
9) 9 More Trips	374	1.1	0	0.0	248	29.4	622	1.7
10) 10 More Trips	1,410	4.2	0	0.0	69	8.2	1,479	4.0
11) 12 More Trips	1,341	4.0	117	4.3	0	0.0	1,458	3.9
12) 14 More Trips	39	0.1	0	0.0	0	0.0	39	0.1
13) 15 More Trips	461	1.4	0	0.0	0	0.0	461	1.2
14) 20 More Trips	255	0.8	0	0.0	0	0.0	255	0.7
15) 24 More Trips	324	1.0	0	0.0	0	0.0	324	0.9
16) 25 More Trips	182	0.5	0	0.0	0	0.0	182	0.5
17) 50 More Trips	91	0.3	0	0.0	0	0.0	91	0.2
Sub-total	33,770	100.0	2,719	100.0	843	100.0	37,332	100.0
No Response	1,556		328		0		1,884	
Total	35,326		3,047		843		39,216	

F. CONSIDER FERRY TRIP AN ATTRACTION (BY ORIGIN)

RESPONSE	NOVA SCOTIA PARTIES	%	NEW BRUNSWICK PARTIES	%	NEWFOUNDLAND PARTIES	%	QUEBEC PARTIES	%	ONTARIO PARTIES	%	OTHER CANADA PARTIES	%	NEW ENGLAND		OTHER U.S.A.		OTHER COUNTRIES		TOTAL	
1) Yes	43,634	69.7	32,094	62.0	3,496	69.8	17,792	80.6	27,040	71.3	6,325	67.3	11,477	84.1	15,481	83.6	1,187	61.1	158,526	71.1
2) No	9,531	15.2	12,534	24.2	240	4.8	2,704	12.3	2,948	7.8	665	7.1	1,197	8.8	945	5.1	169	8.7	30,933	13.9
3) Indifferent	4,952	7.9	3,995	7.7	881	17.6	1,196	5.4	6,374	16.8	2,032	21.6	888	6.5	1,884	10.2	571	29.4	22,773	10.2
4) Just a Nuisance	4,496	7.2	3,180	6.1	394	7.9	380	1.7	1,549	4.1	382	4.1	80	0.6	214	1.2	17	0.9	10,692	4.8
Sub-total	62,613	100.0	51,803	100.0	5,011	100.0	22,072	100.0	37,911	100.0	9,404	100.0	13,642	100.0	18,524	100.0	1,944	100.0	222,924	100.0
No response	39		37		0		54		227		172		0		114		0		643	
Total	62,652		51,840		5,011		22,126		38,138		9,576		13,642		18,638		1,944		223,567	

G. CONSIDER FERRY TRIP AN ATTRACTION BY OCCUPATION OF RESPONDENT

RESPONSE	YES		NO		INDIFFERENT		JUST A NUISANCE		NO RESPONSE		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Pro., tech. & related worker	37,256	23.6	8,856	29.1	6,894	30.3	3,403	31.9	333	51.8	56,742	25.5
2) Farmer & farm manager	2,304	1.5	1	0.0	214	0.9	15	0.1	20	3.1	2,554	1.1
3) Manager, official & proprietor	18,835	11.9	5,168	17.0	2,088	9.2	1,229	11.5	63	9.8	27,383	12.3
4) Clerical & related worker	8,939	5.7	2,125	7.0	1,558	6.9	548	5.1	49	7.6	13,219	5.9
5) Sales worker	8,562	5.4	3,201	10.5	2,580	11.4	1,656	15.5	37	5.8	16,036	7.2
6) Craftsman, foreman & related worker	9,024	5.7	1,855	6.1	891	3.9	649	6.1	20	3.1	12,439	5.6
7) Operative & related worker	7,118	4.5	1,571	5.2	718	3.2	389	3.6	20	3.1	9,816	4.4
8) Private household worker	140	0.1	246	0.8	0	0.0	0	0.0	0	0.0	386	0.2
9) Service worker except private homes	6,282	4.0	1,026	3.4	463	2.0	339	3.2	0	0.0	8,110	3.6
10) Farm labourer and farm foreman	36	0.0	0	0.0	38	0.2	73	0.7	0	0.0	147	0.1
11) Labourer except farm & mine	6,500	4.1	1,182	3.9	482	2.1	197	1.8	0	0.0	8,361	3.8
12) Student	5,842	3.7	845	2.8	1,179	5.2	248	2.3	0	0.0	8,114	3.6
13) Housewife	8,748	5.5	581	1.9	1,329	5.9	418	3.9	22	3.4	11,098	5.0
14) Retiree	35,583	22.5	2,423	8 0	3,742	16.5	861	8.1	79	12.3	42,688	19.2
15) Military	1,823	1.2	871	2.9	180	0.8	409	3.8	0	0.0	3,283	1.5
16) Unemployed	666	0.4	464	1.5	236	1.0	177	1.7	0	0.0	1,543	0.7
17) Other	300	0.2	54	0.2	125	0.6	64	0.6	0	0.0	543	0.2
Sub-total	157,958	100.0	30,469	100.0	22,717	100.0	10,675	100.0	643	100.0	222,482	100.0
No response	568		464		56		17		0		1,105	
Total	158,526		30,933		22,773		10,692		643		223,567	

H. CONSIDER FERRY TRIP AN ATTRACTION BY PURPOSE OF TRIP

RESPONSE	YES		NO		INDIFFERENT		JUST A NUISANCE		NO RESPONSE		TOTAL	
	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%	PARTIES	%
1) Convention, conference	3,550	2.2	380	1.2	1,766	7.8	452	4.2	141	21.9	6,289	2.8
2) Meetings, business	11,214	7.1	4,245	13.7	5,249	23.0	3,047	28.6	19	3.0	23,774	10.6
3) Shopping	104	0.1	0	0.0	4	0.0	6	0.1	0	0.0	114	0.1
4) Sightseeing	87,742	55.3	9,423	30.5	8,613	37.8	1,534	14.4	259	40.3	107,571	48.1
5) Outdoor recreation, sports	10,175	6.4	4,459	14.4	693	3.0	473	4.4	0	0.0	15,800	7.1
6) Personal affairs	10,976	6.9	3,835	12.4	1,029	4.5	1,234	11.6	37	5.8	17,111	7.7
7) Visit friends/relatives	32,188	20.3	8,035	26.0	5,252	23.1	3,925	36.8	133	20.7	49,533	22.2
8) Commuting	185	0.1	0	0.0	0	0.0	0	0.0	0	0.0	185	0.1
9) Pass thru Magdalen Islands	1,904	1.2	437	1.4	40	0.2	0	0.0	0	0.0	2,381	1.1
10) Other	488	0.3	119	0.4	127	0.6	0	0.0	54	8.4	788	0.4
Sub-total	158,526	100.0	30,933	100.0	22,773	100.0	10,671	100.0	643	100.0	223,546	100.0
No response	0		0		0		21		0		21	
Total	158,526		30,933		22,773		10,692		643		223,567	

1987 TOURIST EXIT SURVEY
P.E.I. DEPARTMENT OF TOURISM AND PARKS

NO. 1 ____

Interviewer 5 ____ Day 6 ____ Month 8 ____ Flight No. 10 ____ Code 13 ____ M or F 17 ____

1. What is your place of residence?

18 ____ CITY/TOWN/COMMUNITY

38 ____ PROVINCE/STATE

58 ____ COUNTRY OTHER THAN CANADA/USA 73 ____

---

2. a) What is the license plate origin of the vehicle? _____ 75 ____

   b) (if differs from residence origin) is this a rented vehicle?

   1. Yes 2. No 77 ____

---

3. a) When did you enter Prince Edward Island? Day _____ Month _____ 78 ____ 80 ____

   b) Where did you enter this Province?

   1) Borden
   2) Wood Islands
   3) Charlottetown Airport
   4) Summerside Airport
   5) Other _____

   Note: Souris is not an option. 82 ____

---

4. Type of Transport?

1) Car only	4) Travel Trailer	7) Air
2) Motor Home	5) Tent Trailer	8) Other (specify)
3) Truck Camper	6) Van	_____

83 ____

---

5. a) How many people are in your group? 84 ____

   b) How many people in your group are:

	M	F
1) under 15	86 ____	____
2) 15 - 19	90 ____	____
3) 20 - 24	94 ____	____
2) 25 - 29	98 ____	____
5) 30 - 34	102 ____	____
6) 35 - 39	106 ____	____
7) 40 - 44	110 ____	____
8) 45 - 54	114 ____	____
9) 55 - 64	118 ____	____
10) 65 & over	122 ____	____

c) In which of the preceeding age groups do you belong? 126 [ ]

d) Which of the following categories best describe your party composition?

1) one person alone
2) one family with children
3) two or more families with children
4) organized group
5) one couple alone
6) two or more couples
7) group of friends
8) other 128 [ ]

---

6. a) What is your occupation? _____ 129 [ ]

b) What is the occupation of the main income earner in your group?

_____ 131 [ ]

---

7. Which of the following would best describe the main purpose of your trip to Prince Edward Island?

1) convention/conference
2) meetings, other business
3) shopping
4) sightseeing
5) outdoor recreation or sport
6) personal affairs
7) visiting friends or relatives
8) commuting
9) passing through to Magdalen Islands
10) other (specify) _____ 133 [ ]

---

8. a) How many nights did you stay on Prince Edward Island? 135 [ ]

b) How many nights did you stay on Island in each of the following accommodation types?

1) Hotel/Motel 137 [ ]
2) Cabin/Cottage 139 [ ]
3) Bed & Breakfast/Country Inns 141 [ ]
4) Tourist Home/Farm Tourist Home 143 [ ]
5) Farm Vacation Home 145 [ ]
6) Vacation Home (owned or borrowed) 147 [ ]
7) Friends/Relatives 149 [ ]
8) Federal Campground 151 [ ]
9) Provincial Campground 153 [ ]
10) Commercial Campground 155 [ ]
11) Other _____ 157 [ ]
please specify

---

9. a) Would you prefer a fixed crossing between Borden and Cape Tormentine rather than the ferry service, if that fixed crossing were a:

1. bridge	1) Yes	2) No	159 [ ]
2. causeway	1) Yes	2) No	160 [ ]
3. tunnel	1) Yes	2) No	161 [ ]
4. other	1) Yes	2) No	162 [ ]

_____
specify

b) How many times have you visited P.E.I. in the past 12 months?

1) 1 time only 2) 2 or 3 times 3) 4 to 6 times
4) 7 or more times

163 ___

c) Would you visit P.E.I. more frequently if there were an easier and quicker way to get here, say via a bridge or other fixed crossing, if it cost the same as on the ferry?

1) Yes 2) No
3) Undecided

164 ___

(if yes continue; if no or undecided proceed to Question 9e)

d) How much more frequently would you expect to visit (that is, how many extra trips might you make? _____

165 ___

e) Do you consider that the ferry trip to Prince Edward Island is an attraction in itself or otherwise adds to the enjoyment of a visit to the Island?

1) Yes 2) No 3) Indifferent 4) Just a nuisance

167 ___

---

10. a) Did you ever reside on the Island? 1) Yes 2) No 168 ___

b) Do you own a cottage or other residence on the Island? 1) Yes 2) No 169 ___

c) Do you have relatives on the Island? 1) Yes 2) No 170 ___

d) Do you have friends on the Island? 1) Yes 2) No 171 ___

---

11. a) What are one or two of the main reasons why you came to P.E.I.?

1) _____ 172 ___

2) _____ 174 ___

b) Were there any (other) particular things you hoped to see or do during your visit to the Island?

1) _____ 176 ___

2) _____ 178 ___

3) _____ 180 ___

4) _____ 182 ___

c) 1) Did you visit Expo '86? 1) Yes 2) No 184 ___

2) (If "yes" did it contribute to your decision to come to P.E.I.?1) Yes 2) No 185 ___

d) Which of the following made the **greatest** contribution to your decision to come to P.E.I.? (specify name if appropriate)

1) newspaper _____ 186 ___

2) magazine _____ 188 ___

3) radio _____ 190 ___

4) T.V. advertising _____ 192 ___

5) show or special _____ 194 ___

6) brochures _____ 196 ___

7) direct mail _____ 198 ___

8) word of mouth _____ 200 ___

9) other _____ 202 ___

e) 1) Prior to arriving in P.E.I. did you obtain any P.E.I. tourist literature? 1) Yes 2) No 204

2) Did it influence your decision to visit P.E.I.? 1) Yes 2) No 205
(if "no" proceed to Question 12a)

3) What was it about the literature that helped persuade you to vist?

_____ 206
_____ 208
_____ 210
_____ 212

12. a) Did any specific fairs or festivals play a part in your deciding to come to the Island? 1) Yes 2) No 214
(if "no" proceed to Question 12c)

b) Which ones?

1) _____ 215
2) _____ 217
3) _____ 219

c) Did you go to any fairs or festivals on this trip to the Island? 1) Yes 2) No 221
(if "no" proceed to Question 12f)

d) Which ones? (list)

1) _____ 222
2) _____ 224
3) _____ 226

e) How did you enjoy them?

1) a lot 2) a little 3) not at all 228

f) How interested are you in going to fairs and festivals particularly when you are on vacation?

1) a lot 2) a little 3) hardly at all 229

13. a) Did you buy any souvenirs of the Island?

1) Yes 2) No 230

b) Are you happy with the quality of available souvenirs?

1) Yes 2) No 231

c) What do you think would be the most appropriate souvenirs for P.E.I.?

_____ 232
_____ 234

14. How would you describe the value you received overall for the dollars you spent during your visit?

1) Good 2) Fair 3) Poor 236

15. Address

237 FIRST NAME

252 SURNAME

267 STREET ADDRESS

297 POSTAL CODE

303 - - TELEPHONE

METHODOLOGY

The 1987 Tourist Exit Survey was conducted from May 15 to October 31. A total of 4,869 interviews were conducted.

Time Periods

Three seasons were identified:

(1)	Spring season	May 15 - June 11
(2)	Summer season	June 12 - September 12
(3)	Fall season	September 13 - October 31

Locations

The survey was conducted at the three major exit points:

(1) Borden
(2) Wood Islands
(3) Charlottetown Airport

Population Studied

At Borden and Wood Islands terminals, only tourist vehicles were interviewed. These included non-resisdent cars, vans, truck campers and self-contained mobile homes.

At the airport only exiting non-residents were interviewed.

Interviewing

At the terminals, cars were approached and interviewed on a random basis. Depending on the traffic, every third or every fifth car was interviewed.

At the airport, the interviewee was chosen from the airline counter, producing an element of randomness in the selection of an interviewee.

There was one interviewer at each exit point.

Strata

The different strata (variables) used in obtaining the 1985 sample are as follows:

(a) **Season Code**
- 1 May 15 - June 11 — Spring season
- 2 June 12 - September 12 — Summer season
- 3 September 13 - October 31 — Fall season

(b) **Location Code**
- 1 Borden
- 2 Wood Islands
- 3 Charlottetown Airport

(c) **Day Code**
- 1 Sunday, Holiday Monday
- 2 Monday, Friday, Saturday, Holiday Sunday
- 3 Tuesday, Wednesday, Thursday

(d) **Time Period**

Borden

1 6:30 AM - 12:30 PM
2 12:30 PM - 6:30 PM
3 6:30 PM - 1:00 AM

Wood Islands

1 5:30 AM - 1:00 PM
2 1:00 PM - 8:30 PM

Charlottetown Airport

1 7:30 AM - 3:00 PM
2 2:00 PM - 9:30 PM

Preparation

After the questionnaire is completed, it is tested at an exit point by a supervisor.

The interviewers then undergo a training programme consisting of:

1. Interview techniques
2. Interpretation of questions
3. Coding responses
4. Each interviewer observes interviewing techniques of supervisor at an exit point. Each then does a number of practice interviews.
5. Each interviewer does a two day pilot interview period.
6. A final meeting takes place to discuss problems arising from the pilot programme.

The survey then commences according to the prearranged schedule.

CONTROL COUNTS

Control Counts are done at each of the exit points.

Borden

A total count of tourist vehicles by origin is obtained from the cash register tapes at the terminal.

Wood Islands

Origin counts are done by the Visitor Information Centre staff. Approximately 80% of exiting vehicles are counted. These origin counts are applied to the total exiting vehicles to obtain the origins of all exiting tourist vehicles.

Charlottetown Airport

Resident, non-resident counts of all exiting passengers are done by the itnerviewers during the interview period. Total exiting passengers are obtained from the airlines. The resident, non-resident percentage is applied to the total to obtain total exiting non-resident passengers.

WEIGHTING

Data collected is weighted before projecting for the total population. Weighting takes into account such factors as the number of actual interview periods in a particular stratum as compared to the number of possible periods in a particular stratum as compared to the number of possible periods in that stratum and the number of interviews in a specific interview period as compared to the control count of potential interviews in that period.